



**Short Course
Training**

STREETWISE RECRUITMENT PROGRAMME & BUSINESS OPPORTUNITY PRESENTATION

24 April 2025

9.00 a.m. - 5.00 p.m.

**Aii Training Room,
Level 2, Bangunan
AICB, Kuala Lumpur**

Asian Institute of Insurance 197701004772 (35445-H),
(Formerly known as Malaysian Insurance Institute)

Level 6, Bangunan AICB, No.10 Jalan Dato' Onn, 50480 Kuala Lumpur, Malaysia
For further information, please contact us via Email: sales@aiaasia.org

www.aii.org.my

OBJECTIVE

- Share key elements for an effective recruitment event.
- Refine ability to identify the right candidates to invite to a recruitment event.
- Plan and execute an effective recruitment event beginning with a powerful opening and an action oriented close.

At the end of this programme, participants of the programme will be able to:

- Outline the 5 Elements to Effective Sponsoring/ Recruitment
- Identify and invite the right candidates to attend BOPs
- Understand and deliver the audience WIFM
- Prepare a powerful opening
- Share touching stories/ analogies
- Create a compelling 'call-to-action' gambit
- Execute an action-oriented close

WHO SHOULD ATTEND

Agency Managers, Unit Managers, All insurance employees involved in agent recruitment.

ABOUT THE TRAINER

DR. DAVID GOH



Dr. David Goh is a sales trainer, motivational speaker and author since 1977. Over the last 40 years, he has empowered and inspired over 2 Million individuals globally. He is renowned for his motivational prowess, and has been regular featured in NAMLIFA, GAMA as well as Malaysia's Life Insurance Industry.

Among the countries & companies he has impacted are AXA, GE & Prudential in Singapore, Prudential & New York Life in Indonesia, Prudential and AIA in Thailand, International Insurance and Finance Congress 2008 in Hong Kong, Cathay Insurance in China, Manulife India, Zurich Australia and New York Life in the United States of America.

COURSE CONTENT

Pre-Planned Strategy

1. Why its important to qualify your invitees
2. Who to invite
3. How to invite

How to Plan a Powerful Business Opportunity Presentation

1. Address what is important
2. Designing and delivering an effective audience WIFM
3. Key components of a Testimonial Speaker
4. Perform a compelling 'call-to-action' gambit
5. Executing an action-closing

REGISTRATION DETAILS

To register, please log in to
www.mii4u.org/ilms

	Aii Member	Non - Member
Normal Fee <i>(Register closing: 21 April 2025)</i>	Single RM 388 / USD 90	Single RM 488 / USD 115



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