



**Asian
Institute of
Insurance**

AGENCY MANAGEMENT TRAINING COURSE (AMTC) TRAIN-THE-TRAINER (TTT)

DATE:

7 – 10 September 2026

LEARNING DELIVERY:

Class-Based (Face to Face)

LEARNING DURATION:

25 Hours (4 Days)

PROFICIENCY LEVEL:

Advanced



20 Prime Skills
15 Power Skills



Training Programme No:

10001740014



OVERVIEW

The Agency Management Training Course (AMTC) Train-the-Trainer Programme is designed to prepare qualified in-house trainers, agency training specialists, and leadership development professionals to effectively deliver AMTC within their respective life insurance companies.

AMTC is a comprehensive agency management development programme by LIMRA, designed to strengthen the management capabilities of sales managers, agency leaders, and functional managers in the insurance and financial services industry. It focuses on building essential agency management skills in planning, recruiting, selection, training, and performance management, with the aim of improving agency productivity, agent development, retention, and business growth.

Unlike a lecture-based programme, AMTC is positioned as a skill-building course that uses adult learning techniques, class discussion, skill demonstrations, role play, planning projects, and action projects to help participants apply learning directly to day-to-day agency management.

This Train-the-Trainer programme enables participating trainers to understand the AMTC curriculum structure, learning intent, facilitation approach, classroom methodology, field application requirements, and module-by-module learning outcomes. Trainers will be guided to deliver AMTC in a consistent, practical, engaging, and application-focused manner.

By completing this programme, trainers will be equipped to facilitate AMTC confidently, support agency leaders in applying AMTC concepts, and contribute to building stronger agency leadership capabilities within their organisations.

PROGRAMME OBJECTIVES

- Explain the purpose, structure, learning methodology, and expected outcomes of the Agency Management Training Course.
- Deliver AMTC modules effectively using adult learning techniques, group discussion, skill demonstration, role play, action projects, and planning projects.
- Facilitate learning across the five AMTC core modules: Planning, Recruiting, Selection, Training, and Performance Management.
- Guide agency managers to develop agency mission, culture, annual plans, recruitment strategies, selection processes, training interventions, and performance improvement plans.
- Strengthen trainers' ability to help AMTC participants transfer classroom learning into actual agency management practice through field-based projects and applied assignments.
- Support life insurance companies in developing a pool of competent in-house AMTC trainers who can build stronger agency leadership capability and improve agency business performance.



PROGRAMME CONTENT

Module 1: Planning	1. Identify the agency culture, mission, and management philosophy. 2. Develop annual business plans to achieve specific goals and objectives. 3. Help agents review their performance and plan for future development. 4. Apply planning tools and projects to support agency growth and productivity.
Module 2: Recruiting	1. Identify and engage high-potential recruits. 2. Utilise agent referrals, warm nominators, and personal activity to generate candidate leads. 3. Apply alternative recruitment methods and modern recruitment approaches. 4. Explore the use of social media in recruiting activities.
Module 3: Selection	1. Apply proven selection methodologies. 2. Implement a structured selection process to reduce turnover. 3. Present the agency career opportunity effectively. 4. Develop and utilise job-sampling programmes for candidate assessment.
Module 4: Training	1. Apply training techniques that influence behavioural change. 2. Establish training objectives to support agent development. 3. Utilise role-playing and joint work as developmental tools. 4. Leverage agency meetings, conferences, and clinics to develop agents' skills.
Module 5: Performance Management	1. Strengthen supervisory and management skills. 2. Apply a proven problem-solving process to agency management challenges. 3. Manage agent activities and productivity effectively. 4. Customise agent development initiatives to improve performance.

AGENDA

Day 1	
Time	Details
9.00 am – 9.25 am	Welcome and Overview
9.25 am – 12.30 pm	Demonstration of How to Facilitate AMTC (Orientation)
12.30 pm – 1.30 pm	Lunch Break
1.30 pm – 2.45 pm	A Typical AMTC Class
2.45 pm – 3.00 pm	Break
3.00 pm – 4.10 pm	Working With AMTC Participants
4.10 pm – 4.25 pm	Break
4.25 pm – 5.00 pm	Assignment for Day 2 (Class 5)
Day 2	
Time	Details
9.00 am – 9.20 am	Overview of Day 1
9.20 am – 12.30 pm	Practice Facilitating 1 (Class 5)
12.30 pm – 1.30 pm	Lunch Break
1.30 pm – 3.00 pm	Feedback and Discussion of Practice 1 (Class 5)
3.00 pm – 3.15 pm	Break
3.15 pm – 4.15 pm	Training Concept in AMTC
4.15 pm – 4.30 pm	Break
4.30 pm – 5.00 pm	Assignment for Day 3 (Class 9)

AGENDA

Day 3	
Time	Details
9.00 am – 9.20 am	Overview of Day 2
9.20 am – 12.30 pm	Practice Facilitating 2 (Class 9)
12.30 pm – 1.30 pm	Lunch Break
1.30 pm – 2.30 pm	Feedback and Discussion of Practice 2
2.30 pm – 2.45 pm	Break
2.45 pm – 3.25 pm	Power Point Discussion
3.25 pm – 4.00 pm	AMTC Procedures and Requirements
4.00 pm – 4.30 pm	Assignment for Day 4 (Reassign Class 9)
Day 4	
Time	Details
9.00 am – 9.20 am	Overview of Day 3
9.20 am – 12.30 pm	Practice Facilitating 3 (Class 9)
12.30 pm – 1.00 pm	Feedback and Discussion of Practice 3 (Class 9)
1.00 pm – 1.30 pm	Final Remarks and Closing

COURSE DETAILS



**Learning
Delivery:**

Class-Based
(Face to Face)



**Medium of
Training:**

English



Registration:

[https://aii4u.org/
ilms/user/login](https://aii4u.org/ilms/user/login)



Fees:

RM4,000 per pax

Programme Schedule	Closing Date
7 – 10 September 2026 (9.00 am – 5.00 pm)	27 August 2026

WHO SHOULD ATTEND

- In-house trainers of life insurance companies
- Learning and Development professionals
- Training Managers and Training Executives
- Agency Training Specialists
- Trainers responsible for delivering agency development programmes

TRAINER PROFILE



Ng Ah Bah

Speaker

LIMRA Regional Trainer Malaysia, LIMRA Talent Solutions International

Ah Bah became a licensed Life Insurance Agent with Universal Life & General Insurance in 1985. By 1991, he became the company's first Prime Agent; a sales specialist. The same year Ah Bah became the company's first "Corporate Field Trainer" licensed to conduct training programs of Wilson Learning to the Agency Force members of Aetna-ULG. Since then he has held numerous training and agency distribution positions for the Aetna Asia Pacific Region countries associate companies.

In 2004 he returned to ING Insurance (formerly Aetna Insurance Bhd) in Malaysia to Head the Bancassurance Distribution – A multi-channel distributor of life, group, health and general insurance products and services. After his retirement from ING Insurance in 2012, he worked on advisory roles with a bank and a couple of life insurers.

Ahbah has over 35 years of training experience. His training topics include but are not limited to:

- Sales and marketing skills for advisors and coaching skills for leaders/managers
- Leader development, Sales Management development for front line and back office executives
- Target Market Development and Consultative Needs Base Selling skills for producers or agents
- LIMRA CIAM and CMFA designation courses

TRAINER PROFILE



Denzel Chew Hock Teong

Facilitator

Denzel Chew is a dynamic trainer, coach, and speaker with over 25 years of experience delivering workshops, coaching, and business presentations across Malaysia, China, Singapore, Indonesia, Thailand, Brunei, and Vietnam. Renowned for his ability to engage diverse audiences—from CEOs and corporate leaders to sales teams, executives, and technical staff—he works closely with senior management to enhance performance, boost productivity, and drive profitability, often through organizational diagnostics and the development of key performance indicators.

Fluent in English, Mandarin, and Bahasa Malaysia, his interactive, energetic style blends professionalism with humor, creating impactful learning experiences. A Certified RPL Assessor (2014) and Certified Master Performance Coach (2018), Denzel has been engaged by major corporations, including a foreign bank in Malaysia, to deliver intensive coaching for peak sales performance and management effectiveness, leveraging his cross-cultural expertise and deep passion for helping individuals and organizations achieve lasting growth and success.

ALIGNMENT TO THE FUTURE SKILLS FRAMEWORK



20 Prime Skills
15 Power Skills
Proficiency Level: Advanced

Skills Developed by Attending this Programme

Prime Skills

People Management and Development	1. Learning Management	5. Onboarding and Development
	2. Employee Performance Management	6. Succession Planning
	3. Employee Engagement Management	7. Organisation Culture Development
	4. Talent Acquisition and Recruitment	8. Coaching and Development
Growth and Partnerships	9. Business Planning and Needs Analysis	11. Business Opportunities Development
	10. Business Performance Management	
Financial Products and Services	12. Sales Strategy	15. Product Advisory
	13. Sales Target Management	16. Quality Assurance
	14. Marketing	
Customer Experience Management	17. Customer Acquisition and Retention Management	19. Customer Profiling
	18. Customer Relationship Management	20. Account Management

Power Skills

Innovation and Delivery	1. Adaptability and Resiliency	4. Critical Thinking
	2. Business Acumen	5. Innovative Thinking
	3. Change Management	6. Learning Agility
Social Intelligence		7. Problem Solving
	8. Coaching and Mentoring	12. Empathy
	9. Collaboration	13. Influencing and Negotiation
	10. Communication	14. Facilitation
	11. Conflict Management	15. Presentation and Delivery



REGISTER NOW



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