



**Asian
Institute of
Insurance**

BASIC AGENCY MANAGEMENT COURSE TRAIN-THE-TRAINER (BAMC TTT) REFRESHER

DATE:

29 October 2026

LEARNING DELIVERY:

Class-Based (Face to Face)

LEARNING DURATION:

7 Hours

PROFICIENCY LEVEL:

Intermediate



15 Prime Skills
15 Power Skills



Training Programme No:

1000168447

COURSE OVERVIEW

Train the Trainer for Basic Agency Management Course (BAMC-TTT) is a dedicated programme aimed at preparing trainers to be proficient with the Basic Agency Management Course (BAMC) within the life insurance industry. It focuses on developing participants' training skills, familiarising them with the BAMC curriculum, and teaching methodologies specifically tailored for agency management in life insurance.

Through this programme, individuals gain expertise in adult learning principles, presentation techniques, instructional strategies, and assessment methods necessary to effectively deliver the BAMC content. Gear towards experienced insurance professionals or individuals with agency management expertise, the BAMC-TTT aims to groom competent trainers capable of guiding and educating future unit managers within the insurance sector.



LEARNING OUTCOMES

Module 1: Preamble & Introduction to Agency Management

- Articulate foundational agency management concepts and the AQB philosophy.
- Analyse the agent-to-leader transition.
- Identify competencies and structures supporting leadership success.

Module 2: Leadership and Planning

- Analyse leadership effectiveness.
- Evaluate agency culture.
- Apply strategic planning, goal setting, and action planning to drive agency performance.

Module 3: Recruitment

- Design recruitment strategies tailored to diverse candidate pools.
- Develop agent profiles.
- Apply ethical, effective recruitment techniques to support agency growth.

Module 4: Selection

- Execute a multi-step selection process.
- Apply assessment tools and ethical decision-making.
- Evaluate candidate alignment with agency work, goals and culture.

Module 5: Training And Coaching

- Apply adult learning principles and coaching model.
- Design effective training programs.
- Foster continuous development through structured processes.

Module 6: Performance Management and Supervision

- Develop and apply performance management systems.
- Supervise agents effectively.
- Use assessment tools to support agent growth and accountability.

Module 7: Agent and Business Retention

- Analyse retention factors.
- Implement strategies to retain agents and clients.
- Promote regulatory compliance and professional satisfaction.

Module 8: Agency Building Roadmap

- Create a strategic agency development plan.
- Integrate motivation, systems, and digital tools.
- Support agents through adaptable and growth-oriented leadership.

PROGRAMME CONTENT

Module 1: Preamble and Introduction to Agency Management	Preamble (Part A) 1. BAMC Course Requirements 2. BAMC Course Contents 3. Basic Principles of Life/Takaful/Financial Services Agency Management 4. Change of Role: Agent to Agency Leader 5. Building Quality Business Quality Agency – AQB philosophy and mindset Introduction to Agency Management (Part B) 1. New development and Transformation of the Financial Industry 2. Agency Management 3. Benefits and Challenges of Being An Agency Leader 4. Tasks of An Agency Leader vs An Agent 5. Required Competencies of An Agency Leader 6. Support Structure for An Agency Leader 7. Summary of An Agency Leader’s Duties
Module 2: Leadership and Planning	1. Good Leadership 2. Agent’s Expectation 3. Agency Culture 4. Agency Culture and Performance 5. What Influences Agency Culture 6. Planning 7. Goal Setting 8. Action Planning 9. Agency Philosophy
Module 3: Recruitment	1. Definition of Recruitment 2. Recruiting Philosophy 3. Why Recruit? 4. The Importance of Recruiting 5. The Recruiting Process 6. Recruiting Objectives 7. Developing Agents Profile 8. Facts of Recruiting and Selection Activities 9. Major Sources of Candidates 10. Candidate Guideline 11. People Interested in This Industry 12. Recruiting Through Personal Activity 13. Getting Help From Nominators 14. Recruiting Trends Today 15. Different Generations and Social Media Recruitment

PROGRAMME CONTENT

Module 4: Selection	1. Definition of Selection 2. The Importance of Selection 3. The Principles of Selection 4. The Selection Process 5. The Selection Process Elaborated - Step 1 – Initial Interview and Selection Screening - Step 2 – Fact Finding Interview - Step 3 – Additional Information - Step 4 – Final Evaluation and Decision Making - Step 5 – The Career Presentation - Step 6 – Pre-Contract Orientation Program - Step 7 – Early Individualised Training 6. Online Selection Tools in The Market
Module 5: Training and Coaching	1. Definition of Training 2. The KASH Formula 3. The Principles of Adult Learning 4. Barriers to Learning 5. Preparing to Train 6. The PESOS Training Process 7. Coaching for Performance (GROW Model) 8. Continuous Professional Development 9. Life Insurance Industry Training and Development
Module 6: Performance Management and Supervision	1. What is Performance Management? 2. Definition of Supervision 3. Why Performance Management and Supervision? 4. Why Agents Fail? 5. Good Performance Management and Supervision 6. Methods of Good Performance Management and Supervision 7. Managing Through BALANCED SCORE CARD
Module 7: Agent and Business Retention	1. The Need for New Agent Retention 2. The Benefits of Retention 3. Factors Affecting Retention 4. Business Retention (Persistency) 5. Adhering to Industry Regulatory Framework
Module 8: Agency Building Roadmap	1. The Future 2. Helping New and Established Agents 3. Motivation Factors for New Agents 4. Problems of Established Agents 5. Who Do New Leaders Turn To For Help? 6. Systems That Work 7. Run Agency Meeting 8. Digitization of Work Process and Workplace 9. Your Agency Plan

PRE-REQUISITE FOR PARTICIPANTS

- Possess tertiary education or recognized professional education.
- Employed as a Life Company Trainer for at least two years and has undergone company's trainer programme.
- Has undergone the Aii's BAMC Course and passed the BAMC Examination.
- Has undergone the BAMC Train the Trainer (TTT) programme prior.
- Willing to work for the betterment of the Aii-BAMC and the accomplishment of its objectives.
- Committed to the whole programme.
- Willing to follow Aii-BAMC Ground rules and procedures.
- Able to relate the text material to their students' works.
- Able to conduct and deliver the programme effectively.
- Proficient in the language in which the trainer will be conducting the Aii-BAMC.

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:

RM500 per pax

Programme Schedule	Closing Date
29 October 2026 (9.00 am – 5.00 pm)	20 October 2026

WHO SHOULD ATTEND

- Individuals pursuing a career as a BAMC trainer
- Aspiring trainers

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



15 Prime Skills

15 Power Skills

Proficiency Level: Intermediate

Skills Developed by Attending this Programme

Prime Skills

Customer Experience Management	1. Account Management 2. Customer Acquisition and Retention Management 3. Customer Experience Design	4. Customer Profiling 5. Customer Relationship Management
Digital and Data Integration	6. Data Collection and Analytics	
Financial Products and Services	7. Marketing 8. Product Advisory 9. Quality Assurance	10. Sales Strategy 11. Sales Target Management
Growth and Partnerships	12. Business Opportunities Development 13. Business Performance Management	14. Business Planning and Needs Analysis 15. Partnership Management

Power Skills

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



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