

MASTERCLASS SERIES #1

INSPIRE

18th September 2017

THE ART OF



SELLING

Leadership & Sales Lessons from the Best

What Change Am I trying to Make?



What Change Am I trying to Make?

1. Alter Mindset
2. Replicate Success
3. Make Customers Happy



Getting the Most Out of This Class?

Are you listening?



Outline

1. What is Selling?
2. What makes a Salesperson Great?
3. Why We Buy?
4. Are Salespeople still Relevant?
5. 7 Truth about Effective Selling

WHAT IS SELLING?



What Do The
Greatest Salespeople
Have in Common?







USD 64.5 Million
2016

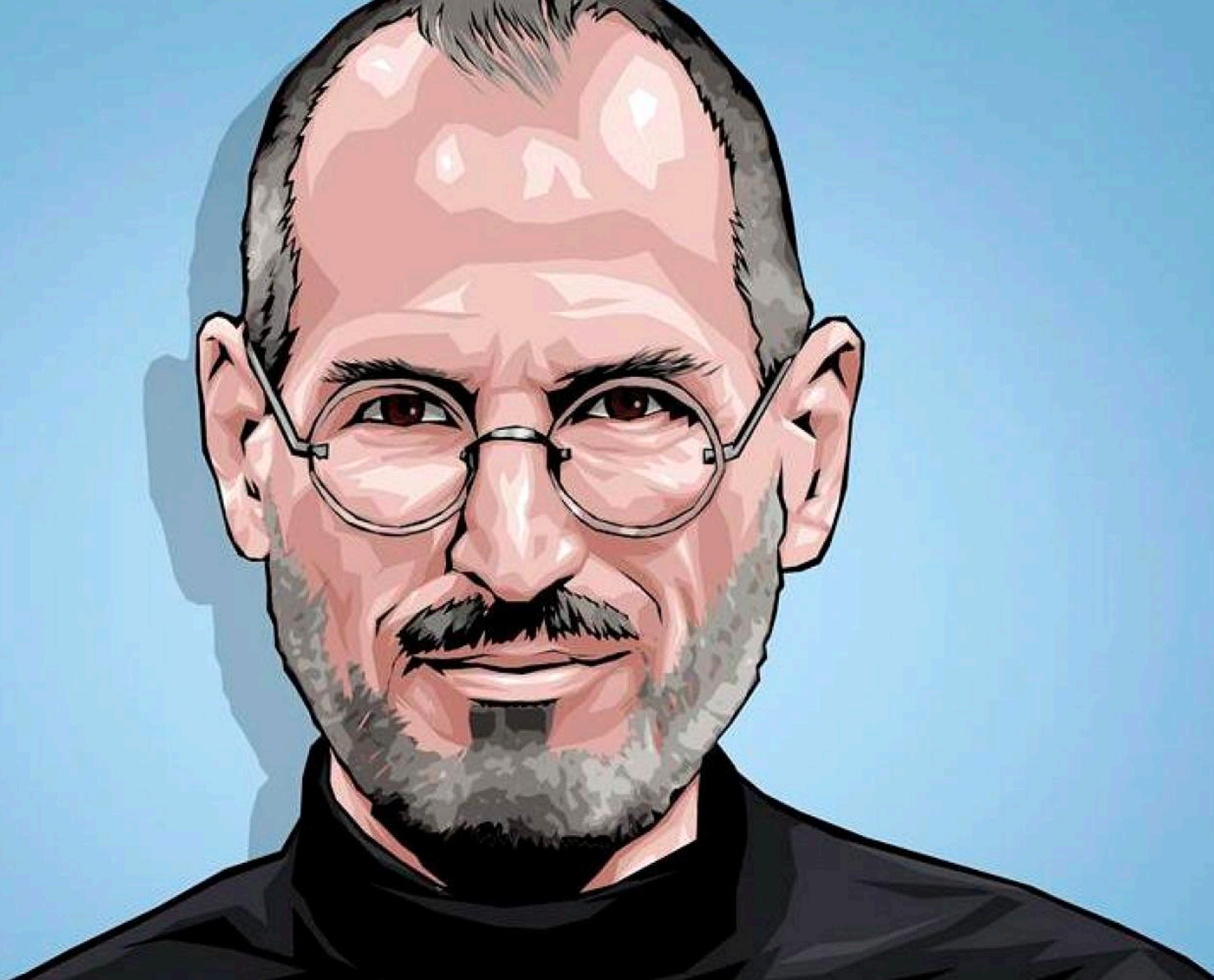


USD 450 Million



REFUND!





THE GREATEST SALESPERSON OF ALL TIME HAS

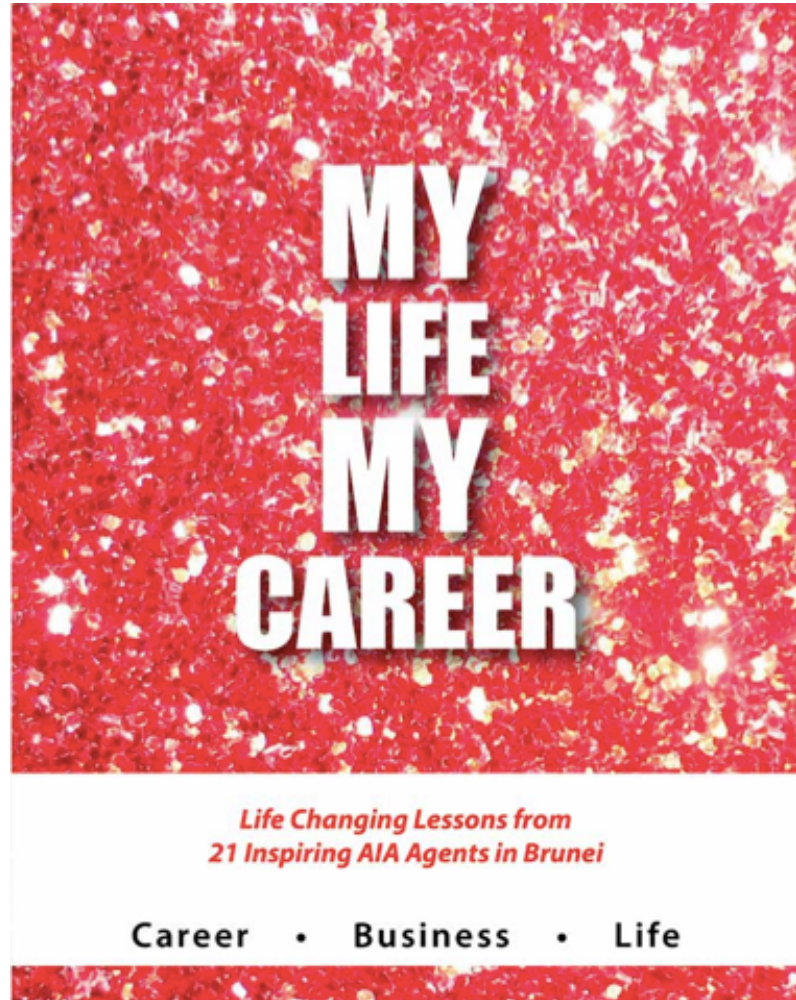
NEVER

MADE ANY SALES TRANSACTION

What is Selling?

INFLUENCING
CHANGE

What makes a Salesperson Great?



1

NOT HOW
GOOD YOU ARE!

Grit

MY LIFE, MY CAREER | ALEX LIEW



THE INDISPUTABLE REASON TO SUCCEED Alex Liew

*"I wanted to prove that I am not a quitter,
and went back to work even harder."*

At 29, Alex Liew is on track to reaching the "gold standard" of the life insurance industry. Seven years into his career with AIA, this young UBD graduate is on his third consecutive year of attaining the prestigious MDRT award; he has been invited to Singapore, Malaysia and the Philippines to share his inspirational story to crowds of as many as 1,500 people. Just last year, Alex was interviewed by the international MDRT journal, at the same time promoted as an agency manager in the company.

For what he has achieved, Alex carries with him an uncommon level of humility and a perspective about the world that is beyond his years. What drives Alex is a series of different motivations to work hard at the different juncture of his career.

Today, for example, Alex is driven by a far bigger reason than himself to do well in this business. Today, the dedication is about making extra to help an orphanage in Thailand, which Alex founded with his own savings 2 years ago.

What connected Alex to these orphans was a common understanding of what it is like to be poor and the agony of not having a roof over head. When Alex graduated from UBD, he spent the entire first year living out of his modest van as he couldn't afford to rent a room in the capital city. He would park his vehicle outside of the university dorm after work every night, because it was his familiar territory. Alex knew that he could use the bathroom to freshen himself and access to the washing machine to clean his clothes without getting into trouble.

So, when Alex first discovered the fate of the three homeless children during his trip to an open market in a village in Koway, he decided to do what he could to help. Alex enrolled the kids to a school and made it a point to visit them on a monthly basis. One thing led to another, Alex took on more responsibilities and ended up building a house for other street kids in the village. The little movement has turned into a small orphanage with over twenty one children today.

Going back to how Alex started in the life insurance industry, he had never intended to use it for any altruistic objectives. To Alex, this career was simply an opportunity for him to get out of poverty and repay his university debt.

Throughout his study in UBD, Alex held four part time jobs to support his study. He worked as a baker, a tuition teacher, an assistant auditor and an account assistant simultaneously while pursuing his studies. Alex would frequently leave the dorm as early as 5am only to return after 11pm in order to avoid the security guard for not paying his rents. His total debts piled up to \$15,000 by the end of his university tenure. Without settling the amount, Alex risked not being able to receive his graduation certificate at the end of his university tenure.

Integrity



A QUESTION OF CHARACTER

Silvia Goh

"Through this job, I have been able to impact the lives of many. This is a legacy I want to leave behind."

If you met Silvia Goh for the first time, you would not have guessed that she is an insurance agent. She is soft spoken, shy and a person of few words. Her previous profession though, fitted her personality better. Being an accountant, it didn't require her to be sociable and she could have gotten by without having to depart from her comfort zone. In fact, she would have done very well being a quiet person in an industry that values client's confidentiality.

So why did Silvia choose this profession? Perhaps a better question may be, how did she manage to thrive in the insurance industry despite her quiet nature?

Friends who know Silvia well are not surprised by her success in the insurance industry at all. In fact, they wouldn't be surprised by Silvia's success in any field for that matter. Silvia has a level of courage that supersedes her reserved personality; she is fiercely determined - when she sets her mind to achieving something, she will get it done no matter what.

When she was younger, the quiet lady who uttered few words was also the front singer at weddings and functions that sang to the hundreds. Despite being shy, Silvia demonstrated the courage to do what she loved since a young age, the same way she is pursuing her beloved insurance career despite her personality.

Just last year, Silvia was physically ill for a good few months and was way off the mark for her MDRT endeavor. She was so ill that she had to undergo surgery in November (two months shy of her target deadline). By all accounts, Silvia would have been forgiven for falling short of her sales target. However, she was not benchmarking herself to anything but her own standard. Almost immediately after Silvia recovered, she headed back to the race to chase for MDRT target with every ounce of her energy. Despite her circumstances, Silvia managed to hit her 7th MDRT award by the end of December. Silvia attributed her success to the strong relationships that she had harbored with her clients over the years. "I am very lucky to have a group of customers who have been extremely accommodating and supportive, I would not have made it to this day if not for them," she said.

2

Want
Nothing

Consistent



THE STRENGTH OF RELATIONSHIPS Nancy Kwang

"I was just an ordinary girl from a small town who came into the industry with no background, no network, no superpower."

Nancy Kwang heads one of the biggest districts in AIA Brunei with 3 agency leaders and 60 agents. As a key contributor to AIA's business, Nancy BR District operates on a unique agency culture. To get a glimpse, everyone wears a Fitbit watch on the wrist. Their daily KPI (Key Performance Indicator)? 10,000 steps everyday. The office turns into a health club after working hours. There would be Zumba one day, Body Pump on another. It is no coincidence that 80% of Nancy's agents today are millennials who are highly educated, qualified and hungry for success. Aside from keeping their eyes on the company's performance, the team's health and well-being takes precedence.

Nancy regards her biggest strength as her ability to attract great people who are better than her to join her team. Chong Wai Ching, Ang Xian Guan and Alex Liew for example, are some of the company's most outstanding performers working under her group featured in this book. Not only has she formed a formidable team, Nancy's personal sales has been on the top of the company's chart consistently for over a decade.

What brought her into this industry? How did she become successful? What are her challenges? How did she overcome those obstacles? All those plus a load of valuable life experiences and leadership lessons answered in a candid interview documented below:

How did you get into the insurance industry?

Prior to this, I was a primary school teacher in St Margaret School in Seria for eight years earning \$600 per month. I remember early in 1987, I planned a vacation in Melbourne together with my friends by the end of the year. I had to find ways to finance the trip found selling insurance to supplement my income.

My part time job paid me more than \$2,000 in a month and I managed to earn enough money to save up for my trip to Melbourne. I kept it as my part time profession until 1990 when the school came up with a regulation forbidding me from doing two jobs at the same time. I had to choose one.

Obviously, you chose AIA!

Yes, but that wasn't a straightforward decision at the time. The principal offered to promote me to be a Primary School Supervisor with the condition that I give up my insurance business.

As a woman, everyone I knew told me that being a teacher was the best job for me. I could teach in the morning and look after the kids in the afternoon. I went to seek advice from a close associate and he told me that I could achieve success in anything as long as I was focused. With that, I made up my mind to quit my job to pursue life insurance full time with AIA.

3

Do What
Others Don't

Break Rules



LEADERSHIP BY EXAMPLE Vivien Chong

"We did radical things and achieved radical results."

When an insurance agency leader told Vivien: "If you were born into a poor family, you cannot blame yourself or your parents. However, it is you to be blamed if your children grow up poor," the simple conversation changed the trajectory of Vivien's life.

Vivien was born into a family that had very little. As the 12th of 13 children in the family, she had to endure much hardship and compete for her parents' attention while growing up. Being the second youngest also meant that she had to sleep on the floor. However, Vivien's mom had a way to show the love and compassion to each of her children and gave them the best in her own unique way. Vivien remembered tasting the best cough remedy in her life when her mom woke her up in the middle of the night to feed her bird nest soup while everyone else was sleeping. How her mom was able to provide her such a prized possession when the family was struggling to make ends meet is still unknown. However, she knew then that she wanted to earn enough money to repay her mom one day when she grew up.

It's easy to understand why that simple conversation changed Vivien's life. For the first time, someone opened up Vivien's mind that even though she could not change her past, the future was hers to create. Later on, when Vivien pursued her career, her family became her biggest motivation; the reason that drove her to work hard for her success. When Vivien bought her first house, she customized a room with all her mom's favorite furniture. She also made sure that her children were able to sleep on the best beds available, the ones that she never could.

Vivien found her pot of gold in her 32-year career with AIA. Her district ranked top on the company's chart for a good decade in 2000. The kind of devotion and the innovation she brought to the industry was unheard of. Few people understood what drove her until now. With this interview, we found out how Vivien conquered her mountains and how you too, can achieve anything, if you set your mind to it.

Break!





WHY PEOPLE
BUY?

It's not about YOU!



What Happens when Customers know MORE THAN YOU?



DO WE NEED SALES PEOPLE?



<http://time.com/money/4801225/malls-closing-2022-credit-suisse/>

“25% of Malls
will close by
2022” *Time Money*

HOW TO REMAIN
RELEVANT?

Nordstrom's Solution



<http://fortune.com/2017/09/15/nordstrom-local-retail/>

Job of the Future



<https://www.youtube.com/watch?v=8eP7nuZgNqU>

HOW TO REMAIN
RELEVANT?

HOW TO REMAIN RELEVANT?

1. Do What Robot Can't
 1. F&B, High Value, High Touch
2. Do what Jack, Oprah, Tony, Rock, JK, Trump & Steve Do!
3. Be Great, Be Really Great!

LEVEL UP!



Exercise

What makes a Salesperson

GREAT?

Break!



This vs This

What's a Difference between selling a \$100 shoe and a \$1m Apartment?



Difference

- Many vs Few Can Afford
- Limited vs Extensive Product Knowledge
- Lower vs Higher Risk
- 10 a Day vs 10 a Year

Similarity

- Like
- Trust / Reliable
- Relationship
- Care
- Service
- Proactive
- Competent
- Assurance
- Ask

The Deal Maker Has...

EMPATHY

Do you UNDERSTAND my worry and fear?

7 Truths I Learned About Selling

1. Take it Personal. Don't Take It Personal.
2. Pick Up the Phone
3. Follow Through
4. Tell Story
5. Strategy
6. Seize Every Opportunity
7. Close

Exercise

What makes a Salesperson

SUCK?

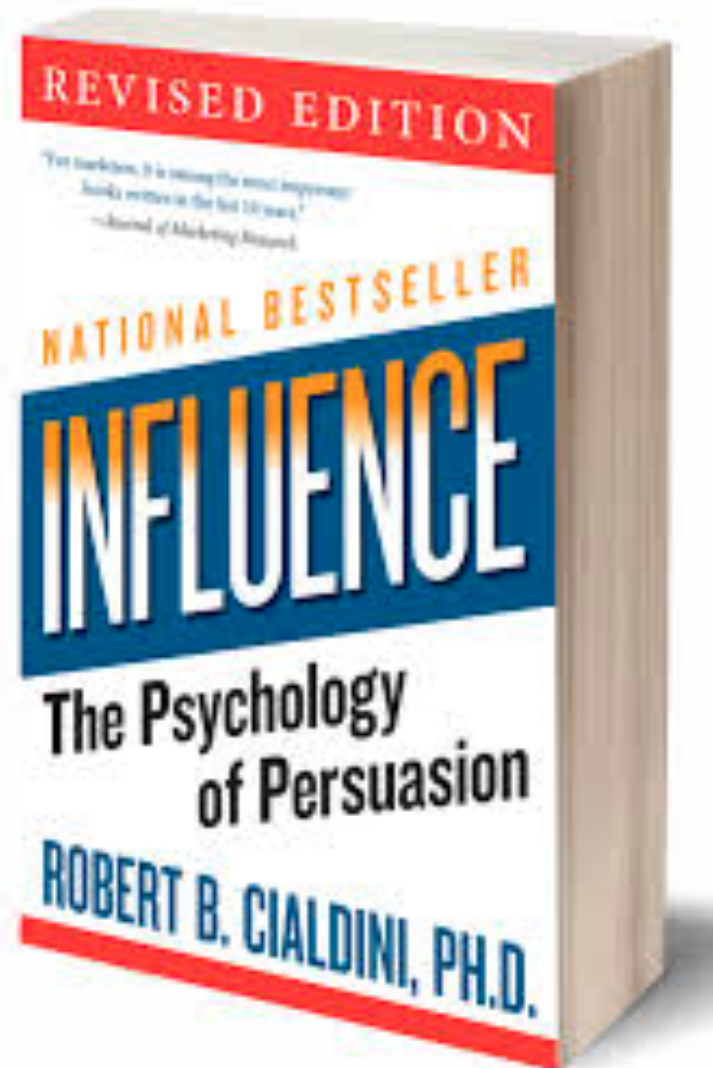
Break!



How to Create A Great First Impression?



Read This!



Believe



Believe

- Others to believe in you!
- “I wouldn’t be here, if _____ had not believed in me.”
- Why is “other’s believe” important?
- What are the observations?
 - Control
 - Show Gratitude
 - Leadership

What Did You Learn?

1. What is Selling?
2. What makes a Salesperson Great?
3. Why We Buy?
4. Are Salespeople still Relevant?
5. 7 Truth about Effective Selling

Home Work

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3 Questions

- What Strikes You about today's lesson?
- What Change Are You Going to Make?
- How Would You Rate Today's Session?

COLLECTIVE WISDOM



FRIDAY
22nd Sept

WORDS

INFLUENCE & POWER



MONDAY
25th Sept

*How to Harness the Power of Words
to your Advantage*

THE CHANGING LANDSCAPE IN MEDIA & PUBLISHING



FRIDAY
29th Sept

*The Fundamentals of Publishing
Business and it's Future*



MONDAY
2nd Oct



FRIDAY
6th Oct



MONDAY
9th Oct

Student of Life



*Finding Happiness, Meaning
& Purpose for Your Life & Career*

FRIDAY
13th Oct