

TRIUMPH AND JUBILATION IN TRYING TIMES

AIA Malaysia honours 1,500 top agency members for their dedication in helping Malaysians live healthier, longer and better lives.

THE pandemic has presented numerous unprecedented challenges in the past year and despite a challenging 2020, AIA Malaysia has made great strides in helping millions of Malaysians get protected, stay protected and most of all get more out of life.

This can only be achieved with the relentless dedication and hard work of a team of exemplary individuals made up of its finest agency leaders and life planners – because as in the case of every organisation, the sum of its strength lies in its people.

The insurance and takaful operator recently honoured more than 1,500 top agency members under its 2020 Agency Awards for their strength and success as inspiring industry professionals, who have achieved exceptional sales performance in 2020 and outperformed themselves even in challenging times.

Penang-based wealth management agency NCSE Group's Lee Sun Mei, who clinched AIA's Top Life Planner award and MDRT Supreme Top of the Table (TOT) title, is a breast cancer survivor and is one such individual who has always demonstrated resilience in her endeavours.

If cancer has taught her anything, it is to not let anything get in the way of what one desires.

"When the MCO went into effect, I took advantage of AIA's remote sales processes, campaigns and took time to learn from reputable peers on how to maintain high spirits in

an uncertain environment.

"AIA saw the potential in me and groomed me to become who I am today. I have qualified as an MDRT (Million Dollar Round Table) for six consecutive years now and I am still determined to achieve more.

"For me, success is hard work and picking yourself up after you've fallen. I have first-hand experience of what it's like to have full focus on fighting a disease without having to worry about my financial standing – all because I was protected with insurance. This also gave me credibility when I approach my clients," she said.

AIA's agency members have made their mark as a premier agency force not only in AIA, but also the insurance and takaful industry. The diligence and commitment of its more than 19,000 strong Life Planner force have helped produce four MDRT Supreme TOTs, seven MDRT TOTs, 18 MDRT Supreme Court of the Table (COT) and 56 MDRT COTs.

AIA Bhd chief executive officer Ben Ng said, "At a time when our country grapples with the ongoing pandemic, our agency force has proven that their perseverance has allowed us to go beyond normal boundaries to help more people live healthier, longer and better lives.

"We are proud to have such professional and qualified agency leaders and life planners representing us in the field. This achievement indicates magnificent growth for the company despite all adversities; further proving that the agency



Wan Zaini Wan Hassan

force shall remain a fundamental part of the business."

As for Wan Zaini Wan Hassan, who bagged AIA's Top District Manager (District Group) title, he believes that success goes beyond achievements and recognitions.

"For me, every time I am able to uplift the standard of living of anyone who joins my team, I consider that success. As a leader, I aim to inspire and focus on keeping my team happy.

"When they are happy, they can achieve anything. We can't just focus on bringing in the sales, if you continue to just think about the ringgit and sen, you're on the wrong path. Sales will follow through when your team's motivation levels are up," he said.

Wan Zaini, who leads his own takaful agency Imtiyaz Consultancy, left his banking job and joined AIA as a life planner back in the 90s. He then managed to set up the first takaful agency under AIA when the



Lee Sun Mei

company was awarded a takaful licence by Bank Negara in 2011.

Emerging as champions in their respective categories, besides Wan Zaini and Lee, are Wong Thean Sheng for Top District Manager (Direct Team), Tracy Lim Chuei Chuan for Top Unit Manager (Direct Team), Lew Ching Wai for Top New Unit Manager (Direct Team) and Crystal Ong Huei Xian for Top New Life Planner.

What sets AIA apart is its strong focus in producing world-class life planners. Attaining the MDRT recognition, an international standard of excellence in the life insurance and financial services sector, is key in building AIA's premier agency force.

As of July 1, more than 1,000 AIA life planners and agency leaders have qualified as MDRT members, making AIA the leading MDRT company in Malaysia for six consecutive years.

Its robust company background

and track record puts AIA Malaysia in good stead to provide the means to build a successful career for aspiring individuals with its digital capabilities, innovative product offerings, tools and resources as well as market-leading recruitment programme AIA Elite Academy.

AIA Bhd chief agency distribution officer Leong Chee Soong said, "It's gratifying to see how far our agency force has progressed. Their accomplishment is a perfect illustration that anyone can raise the bar and exceed expectations if you put your mind to it.

"At a time where health, protection and well-being are more important than ever, now is the best time to join the industry and build a sustainable career that is not only rewarding but meaningful too.

"There is a huge potential for more Malaysians, especially the younger generation to excel in this industry. Our AIA Elite Academy offers the best in class training, coaching and mentorship as well as financial incentives that will help you spread your wings and achieve your dreams."

If you are keen to be part of AIA Malaysia's success story and build a sustainable career even in these trying times, AIA Elite Academy is the right path for you.

Scan the QR code to see AIA's 2020 Agency Award winners, or visit www.aia.com.my/eliteacademy and be inspired to follow in their footsteps.

