

Guide: Recruitment App

How to use this guide:

This is a guide for you to start a conversation with your prospect while using the Recruitment App. You may use the script and the questions provided as a general guide; however you may amend or adjust the approach according to the situation.

Opening: Hi, thank you for meeting me today. I am ____, a Life Planner from Great Eastern. Today I would like to have a chat with you about your career motivation and aspirations. Firstly, I would also like to help you discover more about your motivation, values and preferences.

Finding more information/pitching

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| Before Landing Page <i>Discover more about your prospect</i> | <ul style="list-style-type: none">• What is your current plan in life at the moment?• What are the goals you want to achieve in the next 1-2 years, and in the next 5 years?• Where do you see yourself in 10 years?• Are you able to fulfill your dreams with your current plan/job/income?• Can you share with me what motivates you to work?• what other options do you have to achieve your dreams? |
| Landing Page <i>Introduce the Recruitment App</i> | <ul style="list-style-type: none">• I am pleased to inform you that my Company has a new app which allows you discover more about yourself. From here, we can explore the most suitable pathway for you. Let us begin by complete a short Quiz. |
| Motivation Quiz <i>Find out what motivates your prospect professionally and based on their result, angle your pitch</i> | <ol style="list-style-type: none">1. Invite the participant to take the Motivation Quiz: I would like to invite you to answer a few short questions in this section. This is to discover your main motivation for working. <i>Note: If your prospect does not agree with the test result, they can re-take the test.</i>2. After the test: Based on your prospects' Quiz result, angle your pitch.<ol style="list-style-type: none">A. Time<ul style="list-style-type: none">• Does your current job/plan provide you with the flexibility that you need to pursue the things you mentioned?• Do you find yourself spending enough time with your loved ones/fulfilling your hobbies/ travelling to your dream destinations?• How many more years do you plan to stay in your current busy schedule before you decide to make a change?• If not now, when will you have the time to do the things you want?B. Income:<ul style="list-style-type: none">• Financially, do you feel like you are chasing payments every month and left with little savings?• Even if you are able to save currently, does this monthly amount allow you to buy the items and pursue the lifestyle that you long for?• Do you wish for a job and an income which allows you to buy the things you want, go to the places you want, and provide well for your family?• Is your income increasing at a fast enough rate? (<i>In Malaysia, real wages for 2018 is only projected to increase by 3%, whereas the inflation rate is 8%</i>).C. Recognition: |

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| | <ul style="list-style-type: none"> • Are you being appropriately recognized for your talent and effort in your current job? • Do you long for a work environment with a supportive culture and a team that will push you to achieve beyond expectations? • Do you want to work well with others? • Do you wish to be able to do more with your time/position and make your mark in the world? • Do you wish to be successful and well-respected by your peers? <p><i>*Questions can be re-phrased into statements; such as “I see that you wish to be successful and well-respected by your peers”, “I see that you are not getting the flexibility that you need from your current job”, etc.</i></p> |
| <p>Business Presentation <i>Systematically introduce the insurance industry and Great Eastern to your prospect.</i></p> <p><i>Highlight how this career can suit them (i.e. time/income/recognition) and can help them achieve their goals.</i></p> | <ul style="list-style-type: none"> • Are you interested to know how a pathway with Great Eastern can help you turn your situation around? <p>Firstly, I am going to explain to you why you should join the insurance industry and Great Eastern.</p> <p>1. Why insurance As you can see, the insurance industry has a huge potential:</p> <ol style="list-style-type: none"> a) 44% of Malaysians are uninsured (low penetration rate), showing that there is still a huge proportion of the market which is untapped; b) 60% adults plan to buy life insurance in the next 12 months – 60% of the population are waiting to be your customer!; c) 81% of Malaysians still prefer personalized service from insurance agents – it is more informative, convenient and hassle-free, they prefer to be serviced by someone they have confidence in and can explain the products to them clearly. This is where you come in. <p>2. Why Great Eastern?</p> <ol style="list-style-type: none"> a) GE is the oldest and largest insurance company in Malaysia in terms of asset size and we are also one of the most financially stable and reputable insurers in Malaysia. b) GE, also a member of the OCBC Bank Group, is an award winning company with 3 million inforced policies in Malaysia.. GE believes in professional agents’ development. For example: <ol style="list-style-type: none"> i. We have invested RM 26 million in training facilities at Menara Great Eastern and additional amounts in programmes such as the Agency Financing Scheme, 90 Day Jumpstart, etc. to equip and support you to be successful in your career in GE. ii. You will be recognized and rewarded for your achievements and have the opportunity to enjoy an accelerated leadership pathway. <p>After the Business Presentation, explain to the prospect on how being an agent with Great Eastern can be his or her “ideal” job. Connect the benefits of the insurance industry or being an insurance agent with their motivational quiz result:</p> <p>3. For example, if their motivation is:</p> <p>A. Time; You can mention:</p> <ol style="list-style-type: none"> a) As an insurance agent, YOU decide how you want to spend your 24 hours in each day, and what you want to do with your time. b) Once you have fulfilled your targets, you have the choice to reward yourself |

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| | <p>with a good break or time off at any time you wish. You do not have to apply for leaves, or obtain your employer's approval in order for you to take time off.</p> <p>B. Income;</p> <p>a) As I will show you in the next section, the earning potential as an agent is amazing, especially if you are able to recruit as well.</p> <p>b) With the target income amount that you will be getting (you decide how much you earn!) , you will be able to fulfil your aspirations and dreams that you mentioned earlier <i>(repeat to your prospect on what they have highlighted earlier: buying a house, travelling, providing for their family etc.)</i></p> <p>C. Recognition;</p> <p>a) At Great Eastern, we are provided a truly supportive environment , <i>(Highlight to your prospect your own personal experience: whether it was with a company staff, or your own agency and colleagues);</i></p> <p>b) The Company recognizes our effort and we will be rewarded for the amount of effort we put into our work;</p> <p>c) As mentioned earlier, there are still 44% Malaysians who are uninsured. There are many growth opportunities in life insurance industry in Malaysia.</p> |
| <p>Income Calculator <i>Show them their potential earnings as an agent or leader</i></p> | <p>You can input the relevant numbers (adjust the policy sales per month, average policy size etc.) based on the prospect's estimation of how much they can sell/their targets on how much they want to earn..</p> <p>A. Individual (Personal Sales)</p> <ul style="list-style-type: none"> Let me show you an estimate of how much you can earn as a Life Planner at Great Eastern. How does it compare to your current income or current income projection? How does the income shown here compare to the income in other industries? As you can see, you will be earning an income that is almost unmatched in other industries at this stage of your career. Moreover, you will receive your commissions over a period of six years for every new policy sold Your income will commensurate with your effort. You decide how much you earn. You will be able to put some money aside to invest/buy the things you want/provide for your family or future. With this income, you are able to make the changes you want in your life. <p>B. Leader (Recruiting)</p> <ul style="list-style-type: none"> You may consider the leadership pathway if you would like to earn the maximum BNM allowable income. <i>(Show them the income level based on the minimum number of recruits per year and annual production of recruits)</i> As you can see, if you are good in recruitment and retention, whilst doing personal sales, you may triple your income in 5 years and the best part of our career is that there is no limit on how much you can earn. |
| <p>Video Gallery <i>Show your prospect the videos that would make them want to be a part of Great Eastern:</i> a) Video on 'Recognition' b) Why Great Eastern c) Why Insurance</p> | <ul style="list-style-type: none"> As you can see, Great Eastern is a people-oriented company. When you join Great Eastern, you are not just an agent and we are not just colleagues. We will treat you as a close friend <i>(you can mention any gatherings or activities etc. which your agency or Immediate Officers/GSM has initiated before)</i>. You will receive full support from the Company and your agency to embark on this pathway. Great Eastern believes in agents' learning and development. and you can be assured that all training programmes and systems' support are of the best quality. |

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| Success Stories <i>Highlight to your prospect and invite him/her to read the stories of these 2017 Top Rookie Agents.</i> | <ul style="list-style-type: none"> You can read the profiles of these individuals who, like you, were looking for more opportunities out of their career. As you can see, they have already achieved what they set out to do within 1 – 2 years. With the right courage and determination, I am sure you are able to achieve the goals that you set for yourself. |
| Great Eastern Self-Assessment Tool (“GEAT”) <i>Help your prospect discover more about their personality and their strength and weaknesses by completing this Assessment.</i> <i>Note: Your prospect’s results will be sent to the email address tied to the Campaign Code you use. Therefore, it is highly recommended that you be a subscriber of GEAT.</i> | <p>A. Invite the prospect to complete the GEAT. --</p> <ul style="list-style-type: none"> “Let us find out about your personality, inclinations, and your strengths and weaknesses by completing these questions. “There are a few questions to be completed, so please take your time. Just answer each question intuitively as this is not a test and there is no right or wrong answer to these questions. “ <p>B. Go through the GEAT findings with your prospect; highlight the parts you think are important and ask them about what they think (ask them if they agree with the findings/if they knew this fact about themselves before)</p> <p>C. Assure them that we have a series of training programmes to help them develop and/or enhance the necessary skills.</p> <ul style="list-style-type: none"> |

Closing/Follow-up

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| Business Opportunity Events <i>Invite your prospect to our BOP events to find out more and meet with other agents</i> | <p>Invite the prospect to our next Business Opportunity Programme (BOP) or Business Opportunity Convention (BOC) in your region.</p> <ul style="list-style-type: none"> In Great Eastern, we have great business plans to help qualified people like you to know more about this career, You can learn more about what it is like to be a part of us, and how we can help you achieve your goals. Join us at our next BOP/BOC event, which is happening on _____, at _____. |
| Exam registration <i>Invite your prospect to have a look at the examination calendar and offer to make arrangements for them to register for the examination (PCECEILLI).</i> | <ul style="list-style-type: none"> As professionalism is a pre-requisite in our industry, I can show you our exam calendar so that you can register early to get certification as an agent. <p>Note: The MII website allows you to view the exam calendar and agents can read online materials (after registration). It does not currently allow you to register via the website for exams.</p> <p>To register, kindly be in touch with the Business Development team, or head to the Malaysian Insurance Institute directly.</p> |

(Optional) Invitation to meet manager

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| Invitation to meet your manager | <ul style="list-style-type: none"> In Great Eastern, we have great business plans cater for qualified people like you. I would like to introduce you to my manager. He/she is very experienced and is able to help you to fulfil your career expectations. So, can we meet up on DD/MM/YYYY at AM/PM?” |
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