

**Welcome to**  
**Thursday Clinic**

May 2021

# Thursday Clinic

**A Center for  
Innovation and  
Quality Check-up  
for GV  
Entrepreneurs**



**ZOOM LINK**  
**899 7102 1321**  
**passcode: clinic**  
**4pm to 530pm**

13th May (Thursday)  
19th May (Wednesday)  
27th May (Thursday)  
3rd June (Thursday)



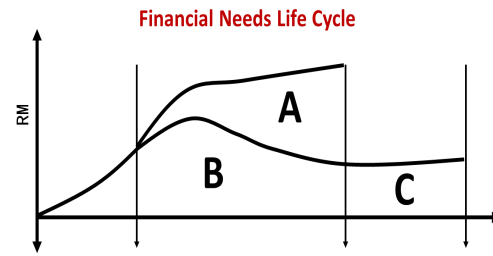
**ZOOM WITH  
ANDY TANG**

*Preserve Your Hard earn Wealth*



**DAY 1**

1. Who am I? **Positioning**
2. Financial **Life Cycle**
3. Income – **Active & Passive** (Family Income Protection & Family Living Expenses)
4. Asset vs Liability – **Assets Allocation, Debt Cancellation** (make Y be the Sum Assured)
5. Estate Frozen **MMED** – maintenance, medical, education, debt



**Monthly Profit & Loss**

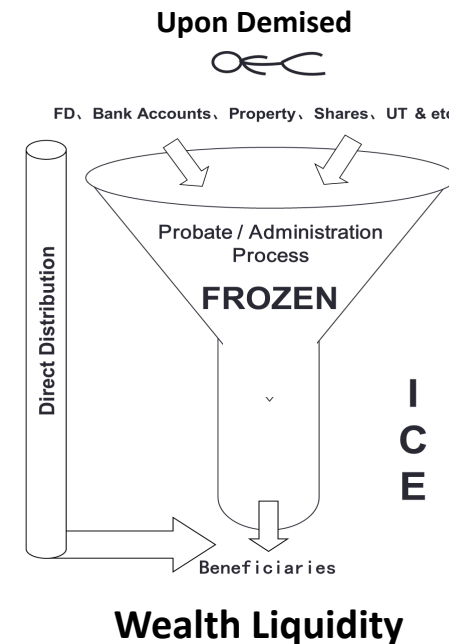
INCOME	EXPENSES
SALARY	Food
	Accommodation
	Clothing
	Transportation
	Savings / Others
A	B

**Balanced Sheet**

ASSETS	LIABILITIES
Bank / FD	Housing Loan
Unit Trust	Car Loan
Shares	Personal Loan
Properties/Car	Credit Cards
Others	Tax / Others
X	Y

A – B = +ve

Plan to Get Rid of "Y"  
To Protect "X" = Wealth Preservation





# DAY 2

1. Family Income Protection **No Income okay?**
2. Healthcare Planning **What if you need it today?**
3. Debt Cancellation – **Why use own money to solve?**
4. APA – **Assets Protection Account**
5. Business Debt – **Guarantor, Cash Flow, Keyman, business interest**

Can your family survive without Income?



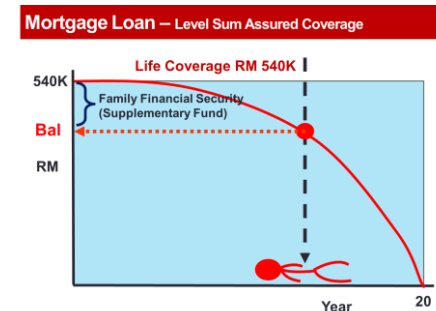
If you need a large sum of Medical Fee by tomorrow, are you prepared?



如果明天需要一笔庞大的医药费，你准备好了吗？

Monthly Profit & Loss		Balanced Sheet	
INCOME	EXPENSES	ASSETS	LIABILITIES
SALARY	Food	Bank / FD	Housing Loan
	Accommodation	Unit Trust	Car Loan
	Clothing	Shares	Personal Loan
	Transportation	Properties/Car	Credit Cards
	Savings / Others	Others	Tax / Others
<b>A</b>	<b>B</b>	<b>X</b>	<b>Y</b>

**A – B = +ve**      **X minus Y = Net Worth**





# Thursday Clinic Time Schedule

Date & Time	Matter to be discussed	Zoom Link
13 <sup>th</sup> May Thursday 4pm	Basic concept of both Insurance & Takaful Basic personal financial lifestyle Income & Expenses Asset & Liabilities Two things in life What happen to your wealth upon death	ID: 899 7102 1321 PW: clinic
19 <sup>th</sup> May <b>Wednesday</b> 4pm	Financial needs Family Income Protection Healthcare Planning Debt Cancellation	ID: <b>871 8000 1512</b> PW: clinic
27 <sup>th</sup> May Thursday 4pm	Financial Health Scan How to read a Life Insurance Sales Quotation Policy Analysis	ID: 899 7102 1321 PW: clinic
3 <sup>rd</sup> June Thursday 4pm	Basic Sales Cycle & Buying Behaviour	ID: 899 7102 1321 PW: clinic

# Thursday Clinic – Program Flow

- 3:50pm Start Admission & Marking Attendance
- 4:00pm Diagnosis – get to know what problem faced
- 4:10pm Highlight case to be studied later
- 4:15pm Soup of the Day
- 5:00pm Interaction, case study and Q & A moment
- 5:15pm Wrap up of the day
- 5:30pm See you next week

## **Rules:**

- 1. Punctuality**
- 2. Full Attendance if you have enrolled**
- 3. Action Plan with activity upon learning**
- 4. Full participation**
- 5. Join with video camera**



Day 4

**Risks**

**Client  
Needs**

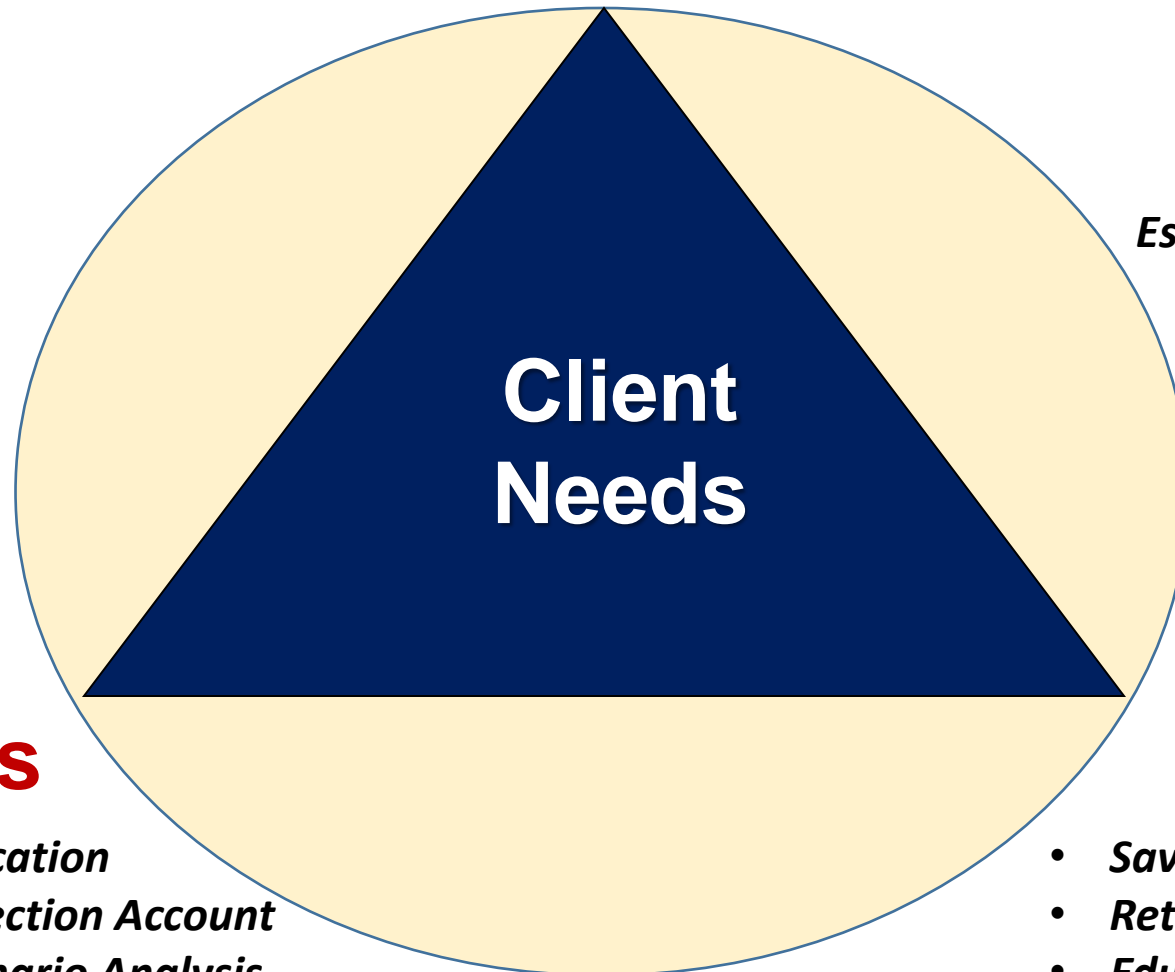
**Loans**

**Funds**



## **Risks**

- *Healthcare planning*
- *Family Income*
- *Debt cancellation*



*Estate Planning –  
Will & Trust*

**Client  
Needs**

## **Loans**

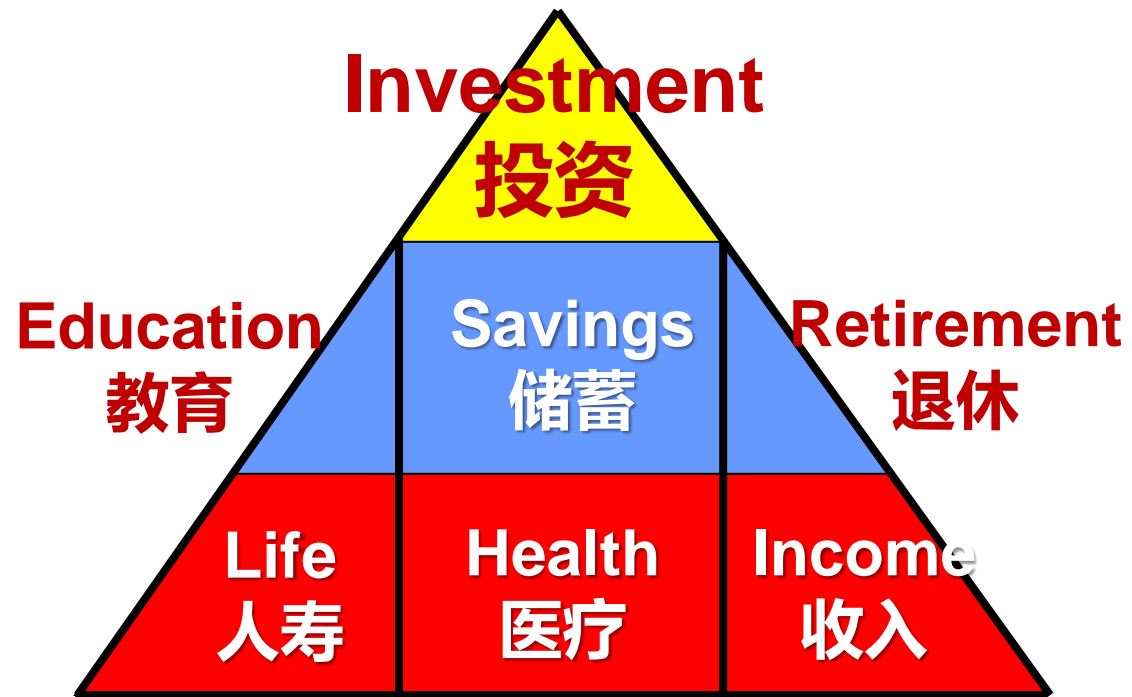
- *Loan application*
- *Asset Protection Account*
- *Actual Scenario Analysis*

## **Funds**

- *Savings - Lifestyle*
- *Retirement Needs*
- *Education Needs*



*Personal & family Wealth Planning*  
个人与家庭财富规划



*Personal Financial Planning*  
个人财务规划

# Personal Financial Planning Pyramid

**Active Management**

**Ratio 1:1**

*Who Moved My Wealth?*

**Family Living Expenses**

• Career Fund  
• Gift of LOVE

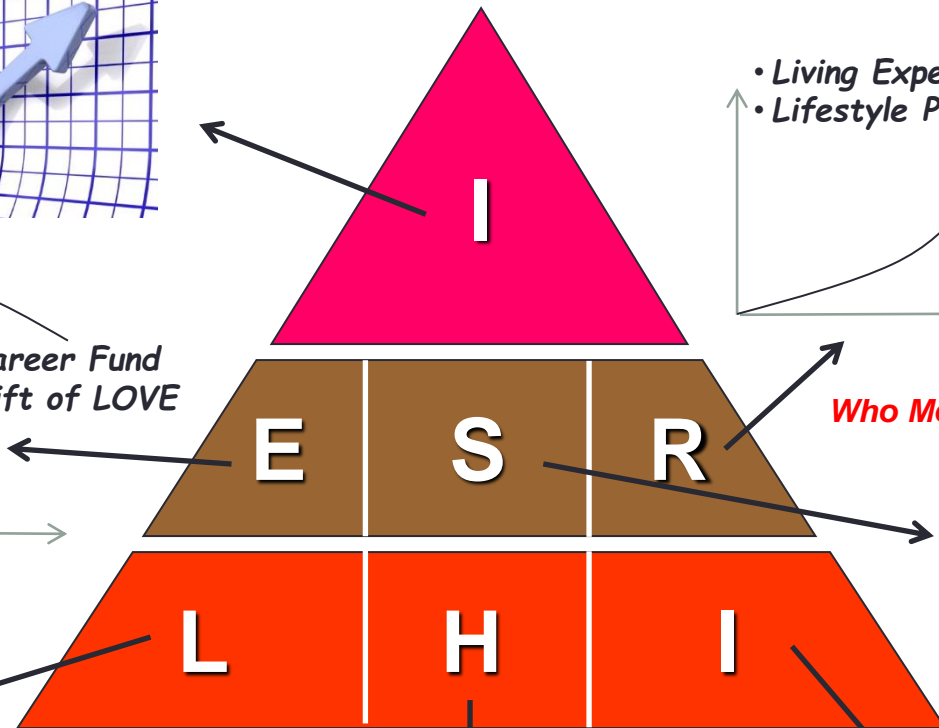
Healthcare Planning 18

• Living Expenses  
• Lifestyle Planning

Legacy

55 85

*Who Moved My Wealth?*



**Rule of 3-1**

**B I S**

Profit ROI Peace

Secure Guaranteed Lock-in

**Human Value**

Securing of Future Income;

5/10 Yrs Income

**Asset Protector**

## Life Events

No	Event	Solution	Amount
1	Injury	M/Card	30-50K
2	Organ Trans.	CI	150-300K
3	Partial Dis.	CI	2-3 X AI
4	Loss Income	CI+Life	400A
5	Death	CI+Life	Lump sum

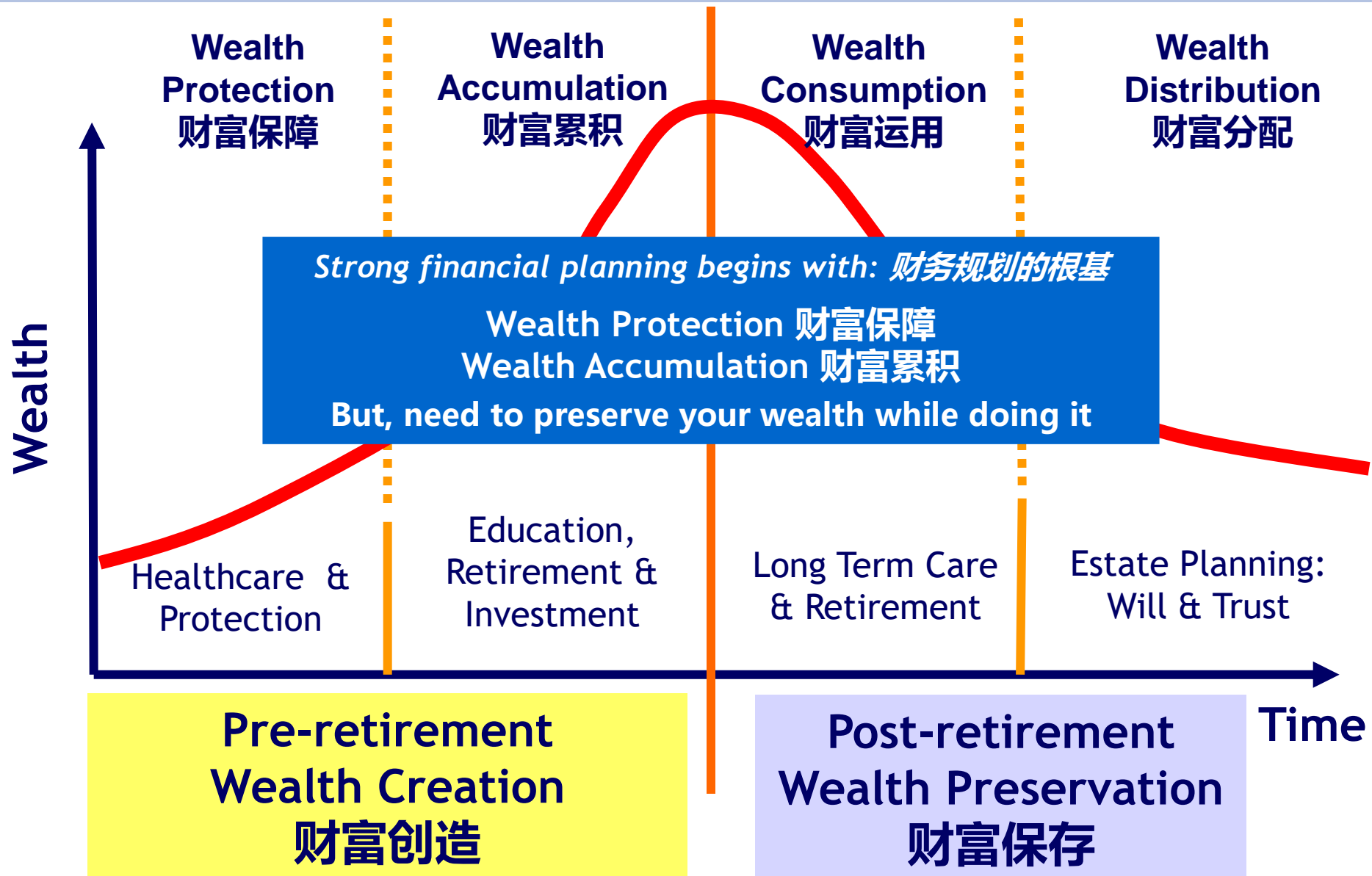
**400A**

**\$ X 3% = A X 12**

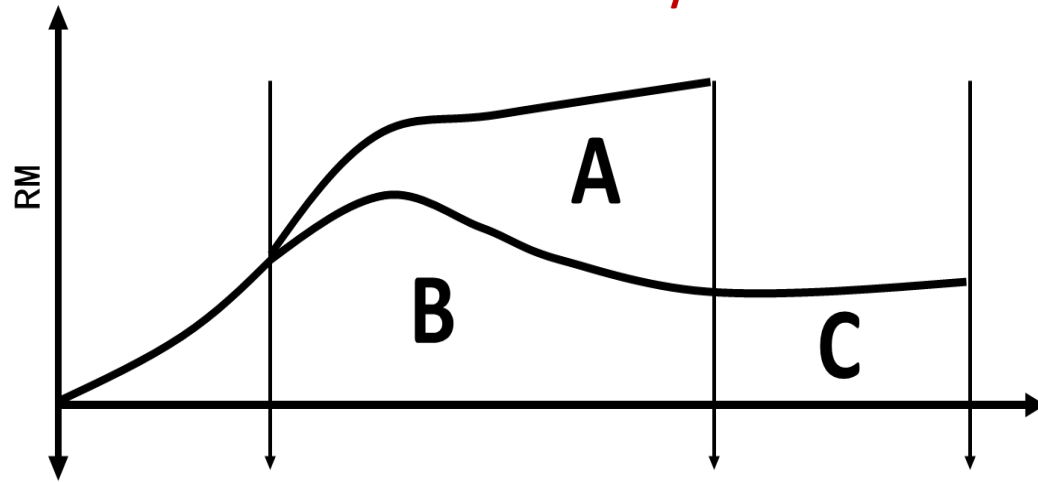
A = Monthly Living Expenses

Note: Youngest Child Age

# Wealth Management 财富管理 - Financial Needs 财务需求



## Financial Needs Life Cycle



Monthly

### Profit & Loss

INCOME	EXPENSES
SALARY	Food
	Accommodation
	Clothing
	Transportation
	Savings / Others
<b>A</b>	<b>B</b>

$$A - B = +ve$$

### Balanced Sheet

ASSETS	LIABILITIES
Bank / FD	Housing Loan
Unit Trust	Car Loan
Shares	Personal Loan
Properties/Car	Credit Cards
Others	Tax / Others
<b>X</b>	<b>Y</b>

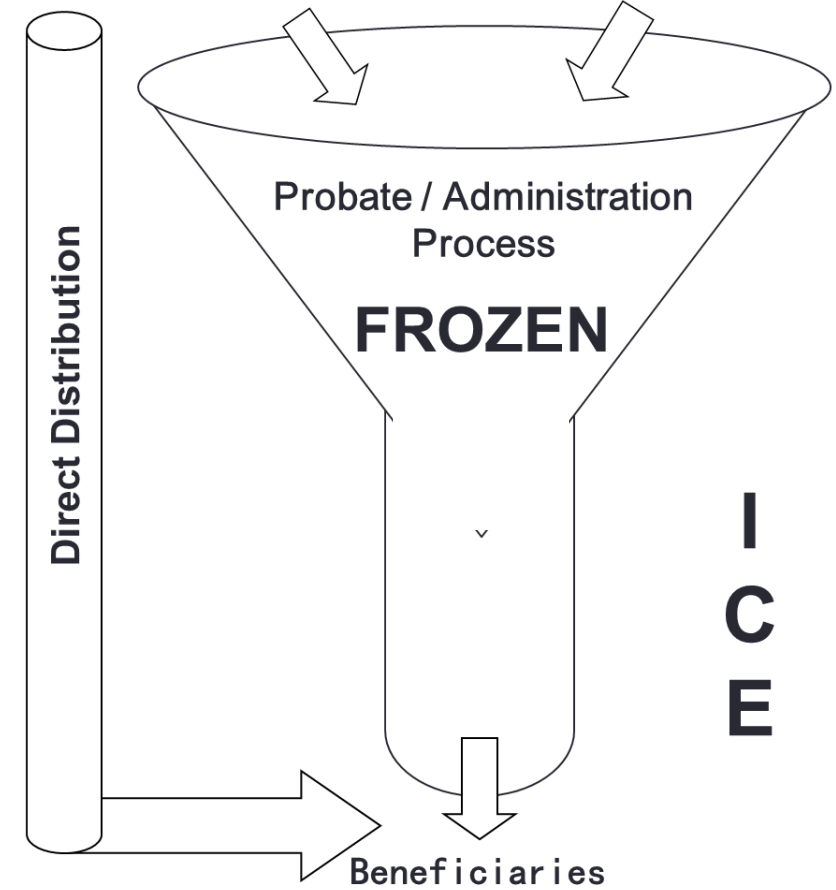
Make "Y" = Sum Assured

To Protect "X" = Wealth Preservation

## Upon Demised



FD, Bank Accounts, Property, Shares, UT & etc



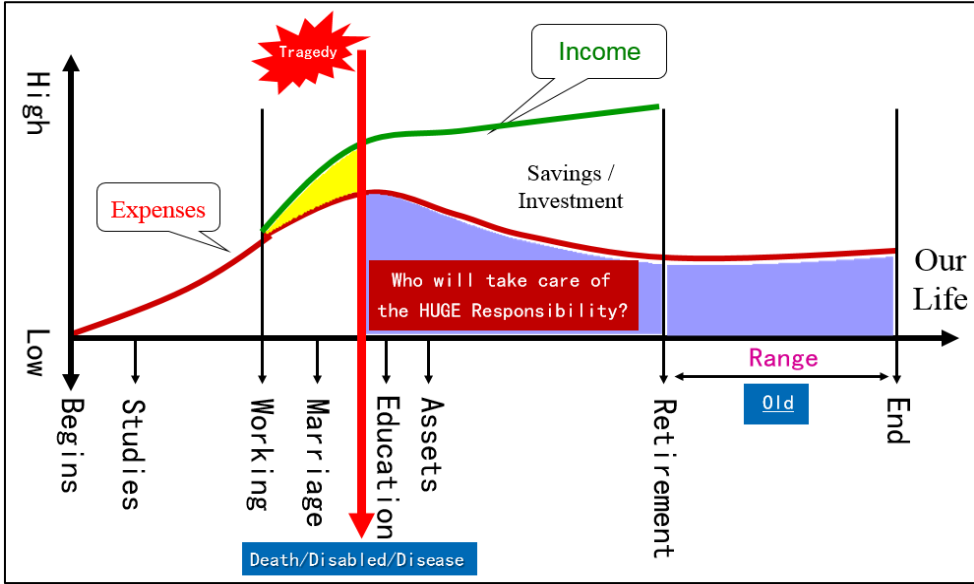
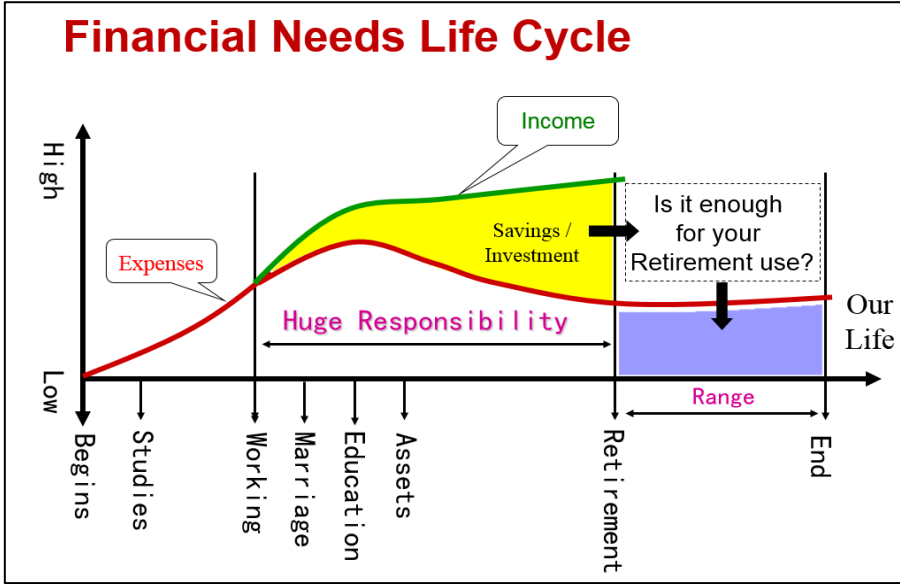
## Wealth Liquidity

# Personal Financial Planning

<b>Something were to Happen</b>	<b>Nothing were to Happen</b>
<ol style="list-style-type: none"><li><b>1. Hospital &amp; Surgical</b></li><li><b>2. Critical Illness Coverage</b></li><li><b>3. Family Income Protection</b></li><li><b>4. Debt &amp; Responsibility</b></li><li><b>5. Will &amp; Trust</b></li></ol>	<ol style="list-style-type: none"><li><b>1. Retirement Planning</b></li><li><b>2. Education Planning</b></li><li><b>3. Saving/Lifestyle Planning</b></li><li><b>4. Investment Planning</b></li><li><b>5. Tax Planning</b></li></ol>

# 两件事

有事情发生	没事情发生
<ul style="list-style-type: none"><li>■ <b>轻</b> - 医疗保障</li><li>■ <b>重</b> - 严重疾病</li><li>■ <b>残</b> - 收入保障</li><li>■ <b>债</b> - 偿还债务</li><li>■ <b>死</b> - 遗嘱与信托</li></ul>	<ul style="list-style-type: none"><li>■ <b>R</b> - 退休规划</li><li>■ <b>E</b> - 教育规划</li><li>■ <b>S</b> - 储蓄规划</li><li>■ <b>I</b> - 投资规划</li><li>■ <b>T</b> - 税务规划</li></ul>



### 个人理财规划：两件事

有事情发生	没事情发生
<ul style="list-style-type: none"> <li>医疗保障</li> <li>严重疾病</li> <li>收入保障</li> <li>偿还债务</li> <li>遗嘱与信托</li> </ul>	<ul style="list-style-type: none"> <li>退休规划</li> <li>教育规划</li> <li>储蓄规划</li> <li>投资规划</li> <li>税务规划</li> </ul>

### Personal Financial Planning

Something were to Happen	Nothing were to Happen
<ol style="list-style-type: none"> <li>Hospital &amp; Surgical</li> <li>Critical Illness Coverage</li> <li>Family Income Protection</li> <li>Debt &amp; Responsibility</li> <li>Will &amp; Trust</li> </ol>	<ol style="list-style-type: none"> <li>Retirement Planning</li> <li>Education Planning</li> <li>Saving/Lifestyle Planning</li> <li>Investment Planning</li> <li>Tax Planning</li> </ol>

# Customer vs Client (顾客) (客户)

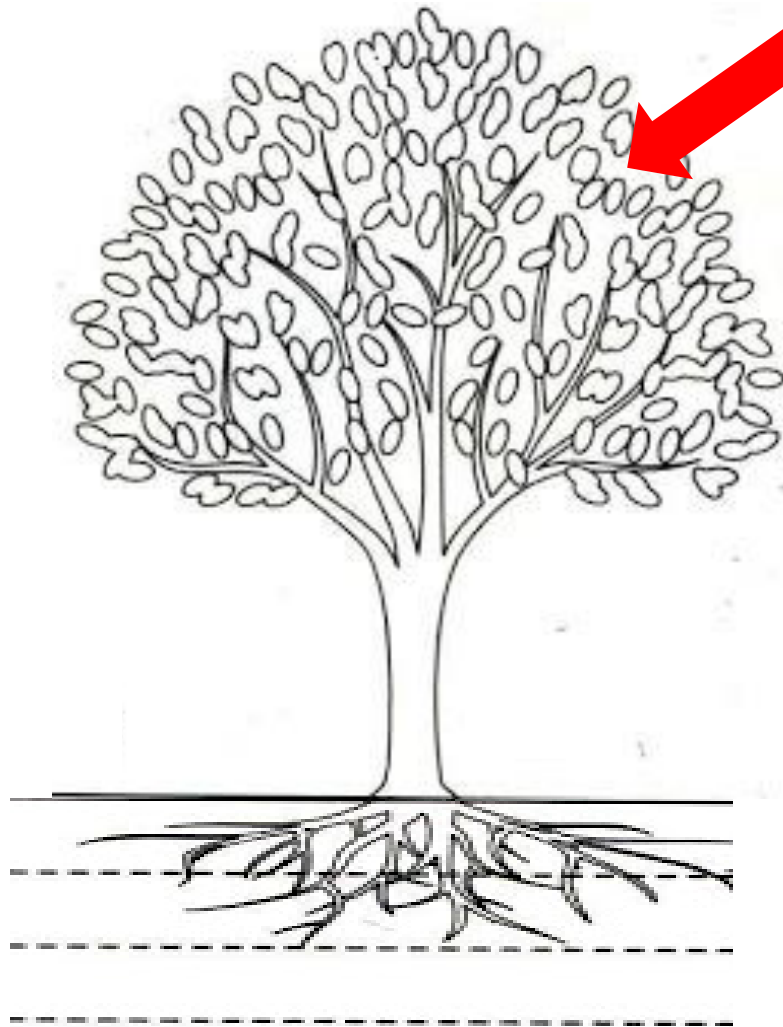
The origin of the word **customer** has been from the word **'custom'** which means doing something that is specific to a particular society, place or time.

Whereas the word **'client'** has been derived from the Latin word 'cliens' which **'dependent'** or **'follower'**.

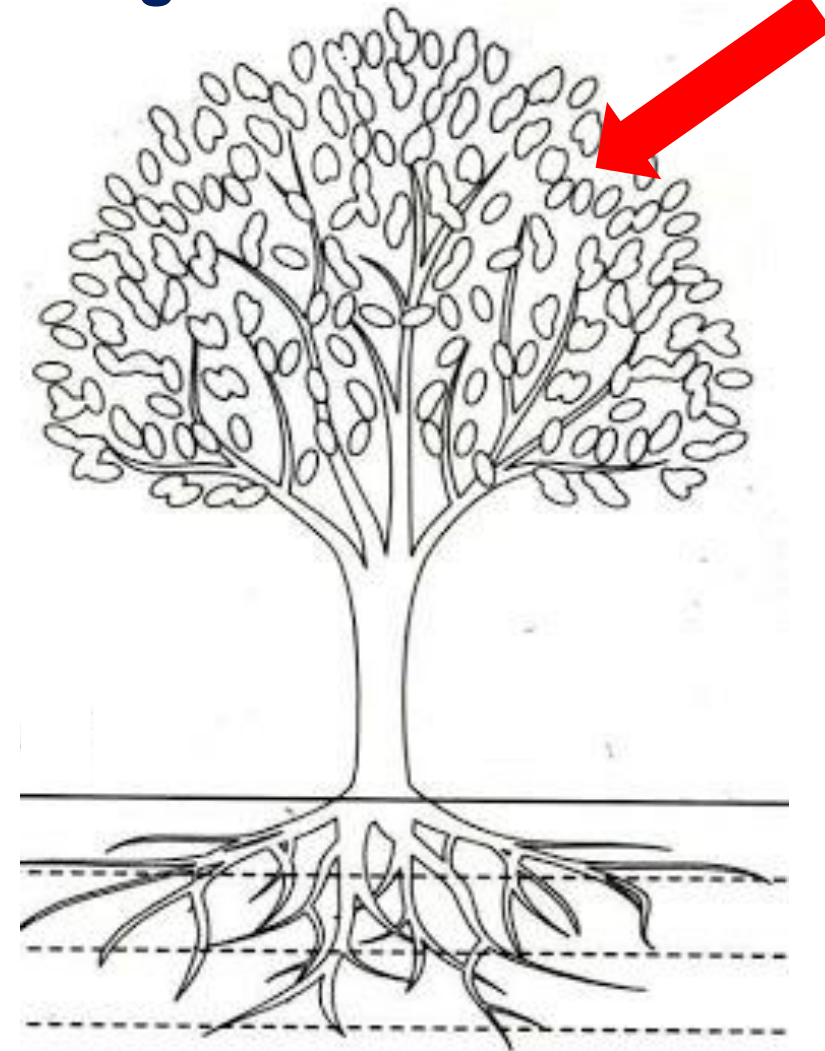


**CLV – Client Lifetime Value**  
**客户终身价值**

**Strong Wind or Tsunami**



**Close *easy* cases – Medical Plan or Funds (Product Selling)**



***Need Based* cases – Family Income Protection, Retirement & Education Funds**

# The Basic Sales Cycle

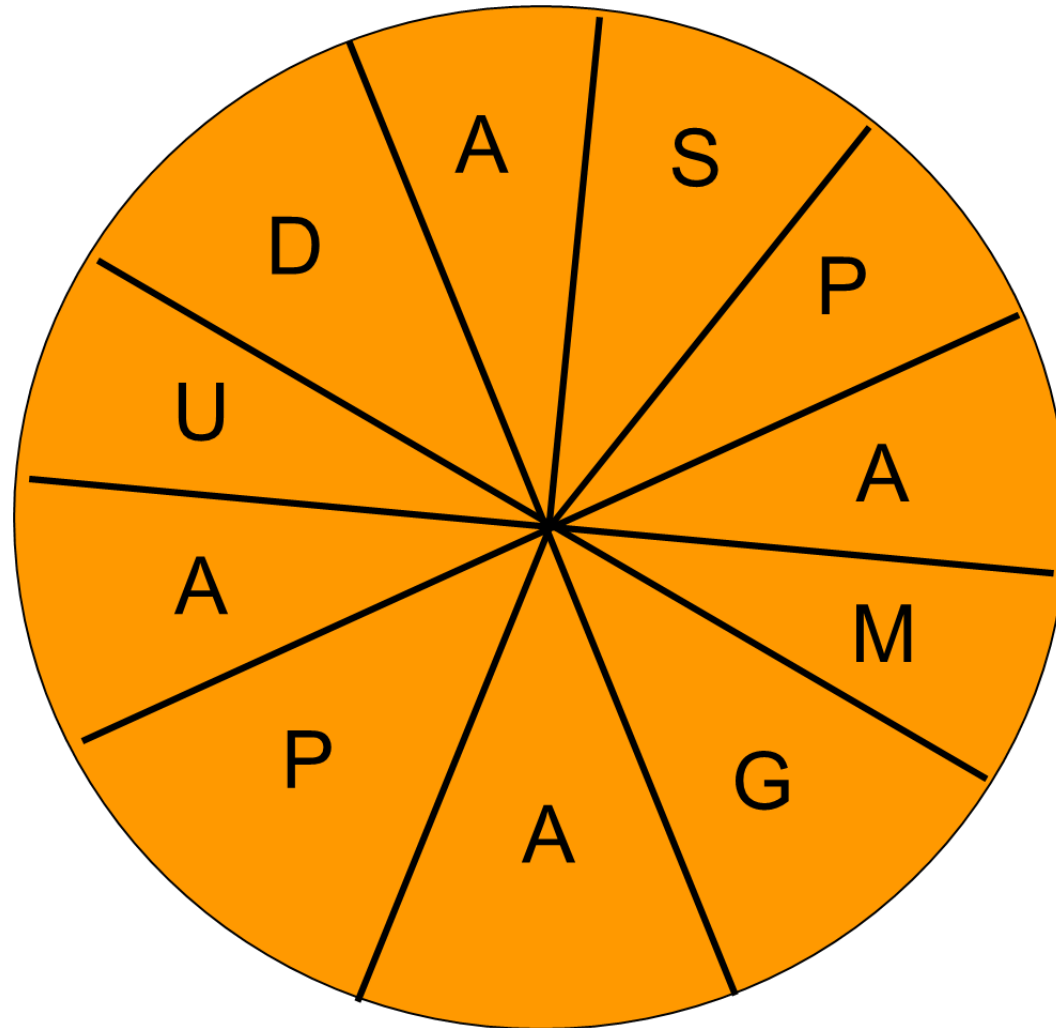
Prospecting  
Approaching  
Presentation  
Closing  
Servicing

Basic Sales Cycle



# The Sales Cycle - SPAMGAPAUDA

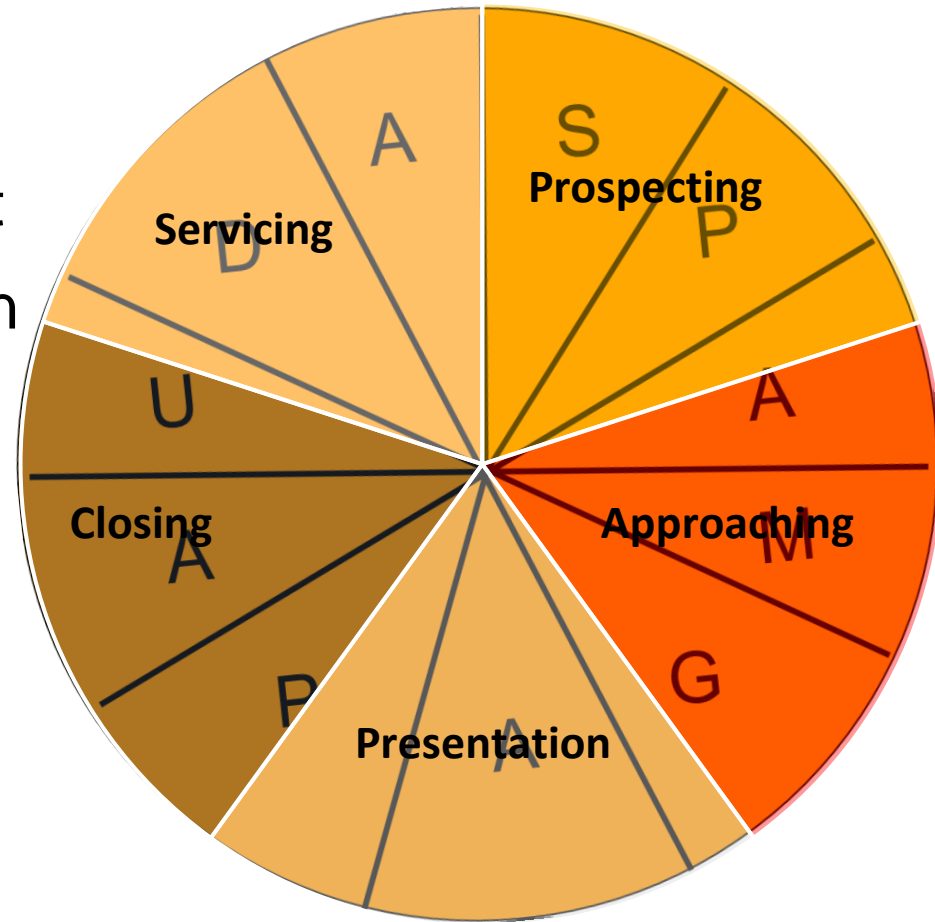
- **S** election
- **P** re-Approach
- **A** pproaching
- **M** eeting the Prospect
- **G** athering Information
- **A** nalyse the case
- **P** resentation
- **A** sk For a sale
- **U** nderwrite the case
- **D** elivery
- **A** sk for referral



# The Sales Cycle

Basic Sales Cycle

- **S** election
- **P** re-Approach
- **A** pproaching
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- **A** sk for referral



Prospecting  
Approaching  
Presentation  
Closing  
Servicing

**CLOSING**

**10%**

**PRESENTATION**

**20%**

**GATHERING INFORMATION**

**30%**

**BUILDING TRUST**

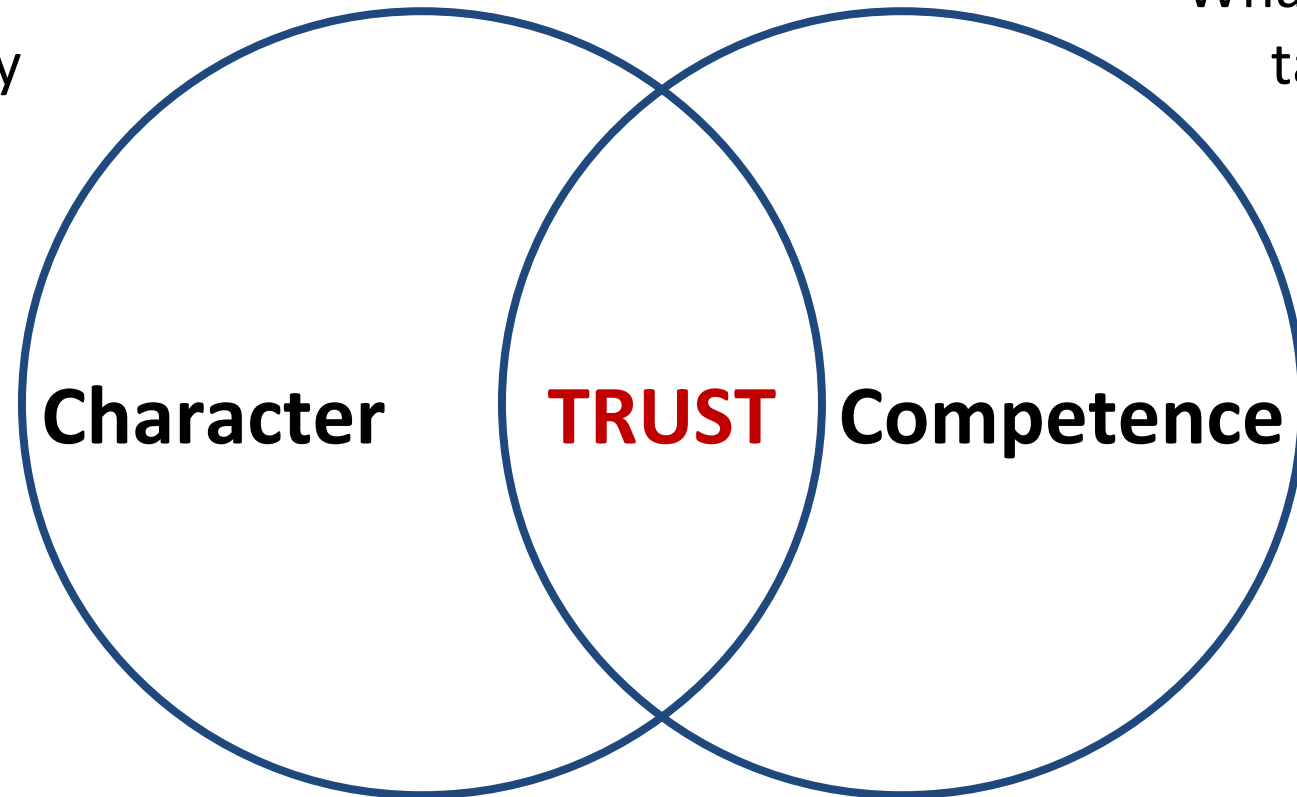
**40%**

**Basic Approaching Skill**

# Developing Trust

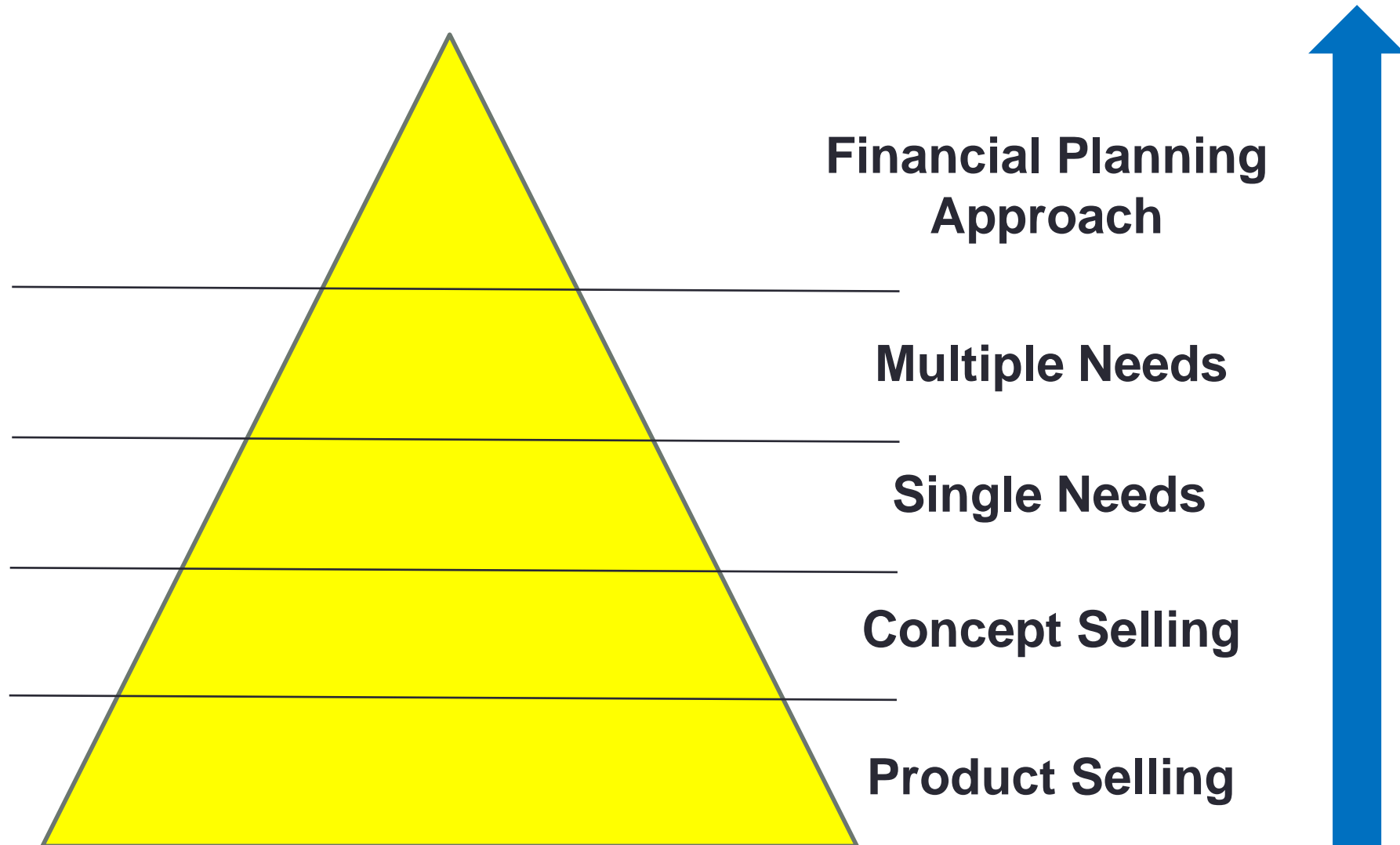
## Essentials of trust

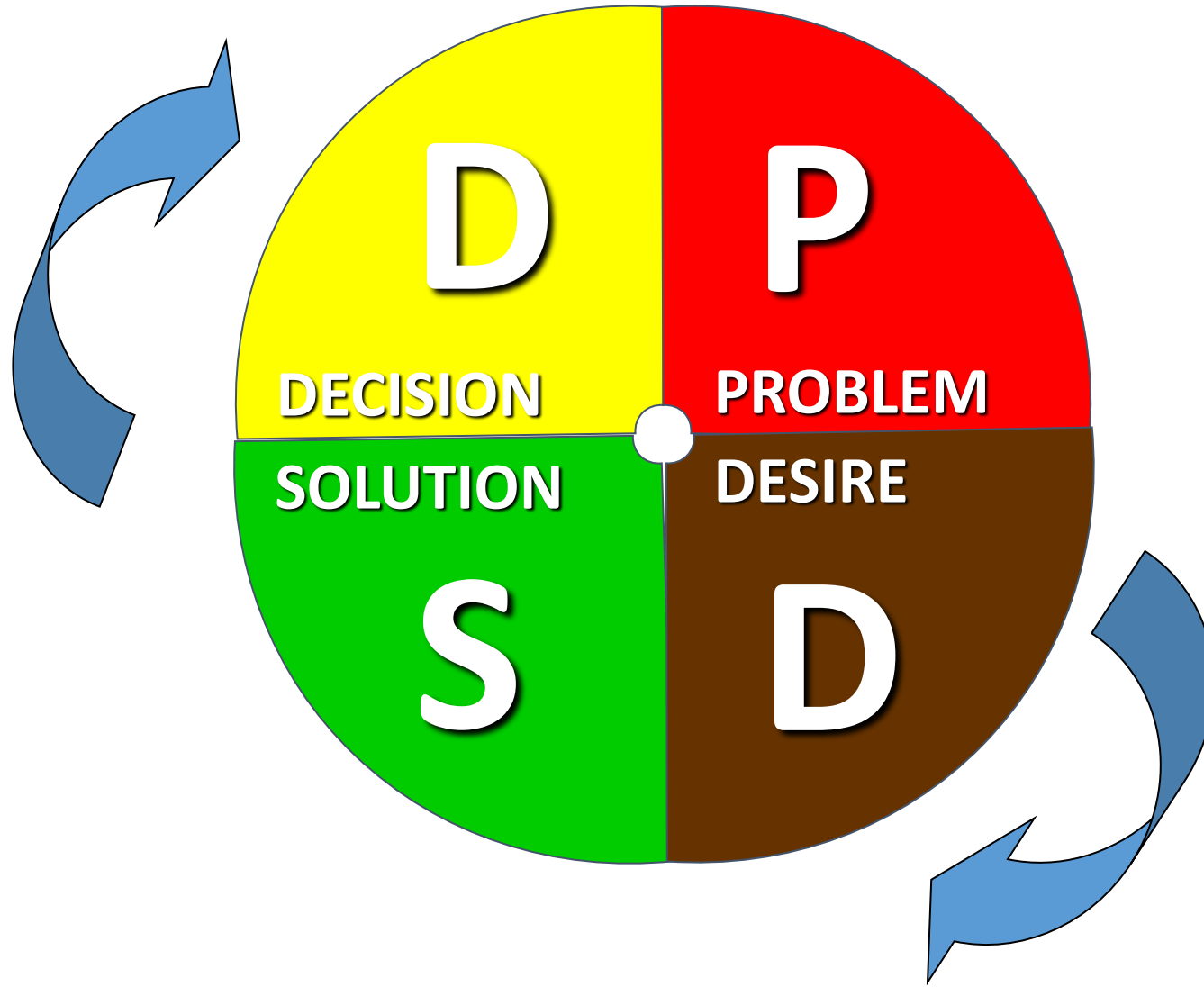
What a person is –  
personal maturity  
and integrity to  
principles



What a person can do –  
talents, skills and  
capabilities

# Approaching





**Buying Cycle**



"IF YOU BUY  
THINGS YOU  
DON'T NEED,  
SOON YOU WILL  
HAVE SELL THINGS  
YOU NEED."

- WARREN BUFFETT



# Wants

Things we don't really need but  
would like to have.

# NEEDS

Things we must have in order  
to stay alive.





1. Why need to buy?

2. Must I buy now?

3. Can I buy it later?

4. Don't buy can or not?

5. Don't buy will DIE?

# The Buying Process

All buyers will go through the same process each time to arrive at the decision to buy. The process ...

- Recognize the problem  
*an unfulfilled need or want*
- Desire a solution  
*a strong desire to solve this problem*
- Decide on best solution  
*must be convinced that the solution proposed is the most appropriate one for solving the problem*
- Make the purchase  
*buyer must be able and willing to give up something, some amount of money in order to solve this problem*



**High Net Worth Market**

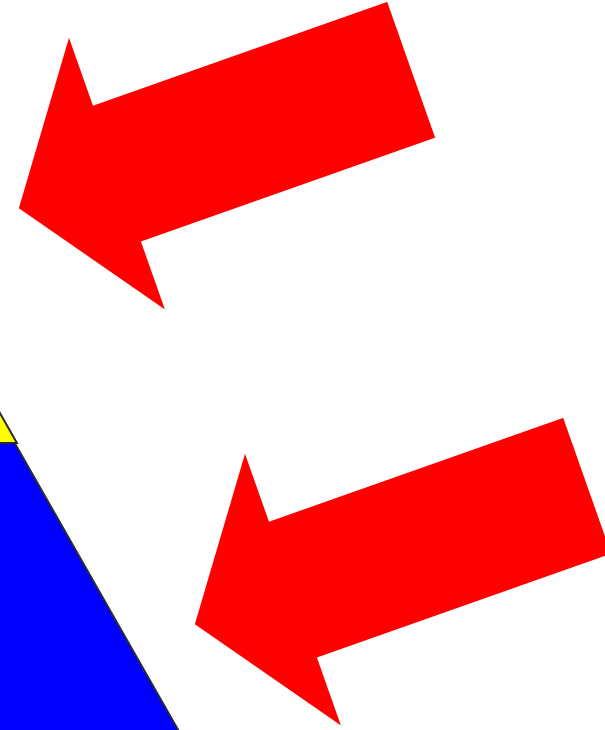
**SME Market**

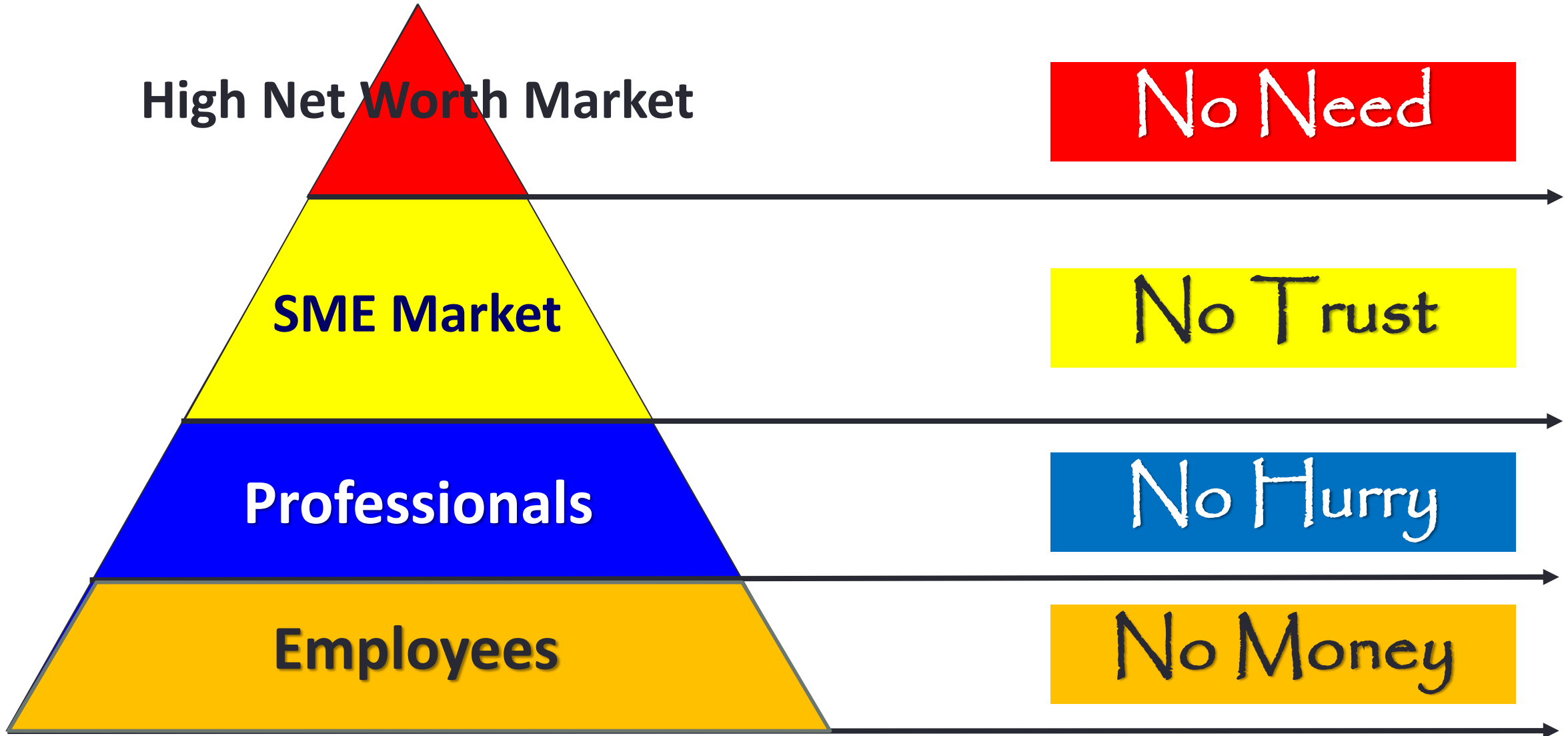
**Retail Market**

**Market Segment**

**< 20%** of  
the Agents  
approaching  
this category

**> 80%** of  
the Agents  
approaching  
this category





# Market Segment

**High Net Worth Market**

**No Need**

Estate Planning Will & Trust  
Wealth Preservation  
Business Succession  
Foundation / Family Office  
Wealth Management

**SME Market**

**No Trust**

Concept Selling,  
Financial Life Cycle  
Estate Planning Will & Trust  
Business Life Cycle  
Key Management & EB  
Wealth Liquidity

**Professionals**

**No Hurry**

Concept Selling,  
Financial Life Cycle  
Estate Planning Will & Trust

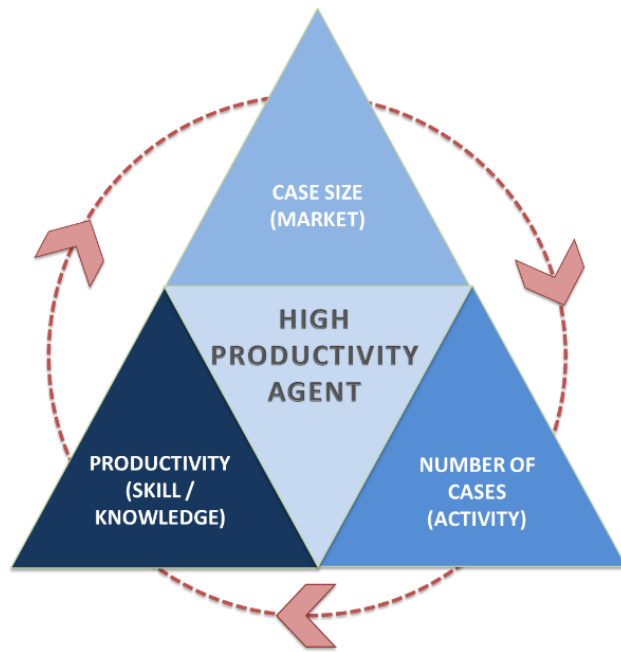
**Employees**

**No Money**

Product Selling,  
Concept Selling,  
Financial Life Cycle

**Market Segment**





### **CASE SIZE**

- Market of Prospect
- Concept used

### **AVERAGE CASES**

- Personal Emotion
- Time Management

### **Market of Prospect**

- Mostly approach on which market of prospects?
- Why?
- How to make a difference or make a change?
- What do I need?
- My Action Plan...

### **Personal Emotion**

- Are you satisfied with your average cases?
- What's the cause?
- How do I avoid it?
- What do I need?
- My Action Plan...

### **Concept Used**

- What kind of Concept is used most frequently?
- Why?
- How to move to another concept?
- What do I need?
- My Action Plan...

# WHAT'S YOUR PLAN? (balance ? days left)

- Confirmed cases
- File opened with Potential cases (MLTA, etc)
- Need based
  - Family income protection
  - Healthcare planning
  - Debt cancellation
  - Saving approach
- COI
- Sub-Agent
- VIP clients
- SME clients
- Referrals



## Your Annual Goal

MDRT: \_\_\_\_\_

Closing date: 30th June 2021

No	Subject	Qty	case size	No of cases	Total	Name List
1	Confirmed cases		5,000	3	15,000	
2	File opened with Potential cases (MLTA, etc)		3,000	3	9,000	
3	Need based				-	
	Family income protection		5,000	10	50,000	
	Healthcare planning		3,000	10	30,000	
	Debt cancellation		5,000	5	25,000	
	Saving approach		6,000	5	30,000	
4	COI	2	5,000	2	20,000	
5	Sub-Agent	3	3,000	3	27,000	
6	VIP clients		20,000	3	60,000	
7	SME clients		10,000	5	50,000	
8	Referrals		3,000	5	15,000	
<b>Grand Total</b>					<b>331,000</b>	

# My approaching concept

- Lock into **5P saving plan** instead of hanging at **FD** at this moment
- **Overall debt cancellation** besides the **APA solution** for the said Loan
- Hbw's **Healthcare solution** looking at the continuous **pandemic issue**?
- What about your **Family Income Protection Plan** for your **loved ones**?
- SME Business Owner
  - What happen to the **business** in the absent of you? (**Keyman insurance**)
  - What happen to your **family** in the absent of you? (**Family Keyman**)
  - What happen to your **wealth** in the absent of you? (**Frozen? MME**)
- VP client – **Gift of Love / Wealth Liquidity / Legacy** Arrangement

# Use & Apply it for a **PURPOSE** – Serious Money / Urgent Money



*Love affection : Remembrance*



*Children saving & education*



*2<sup>nd</sup> Phase Retirement*



*Perpetual distribution for minor & spouse*



*Long Term Care For Dependents*



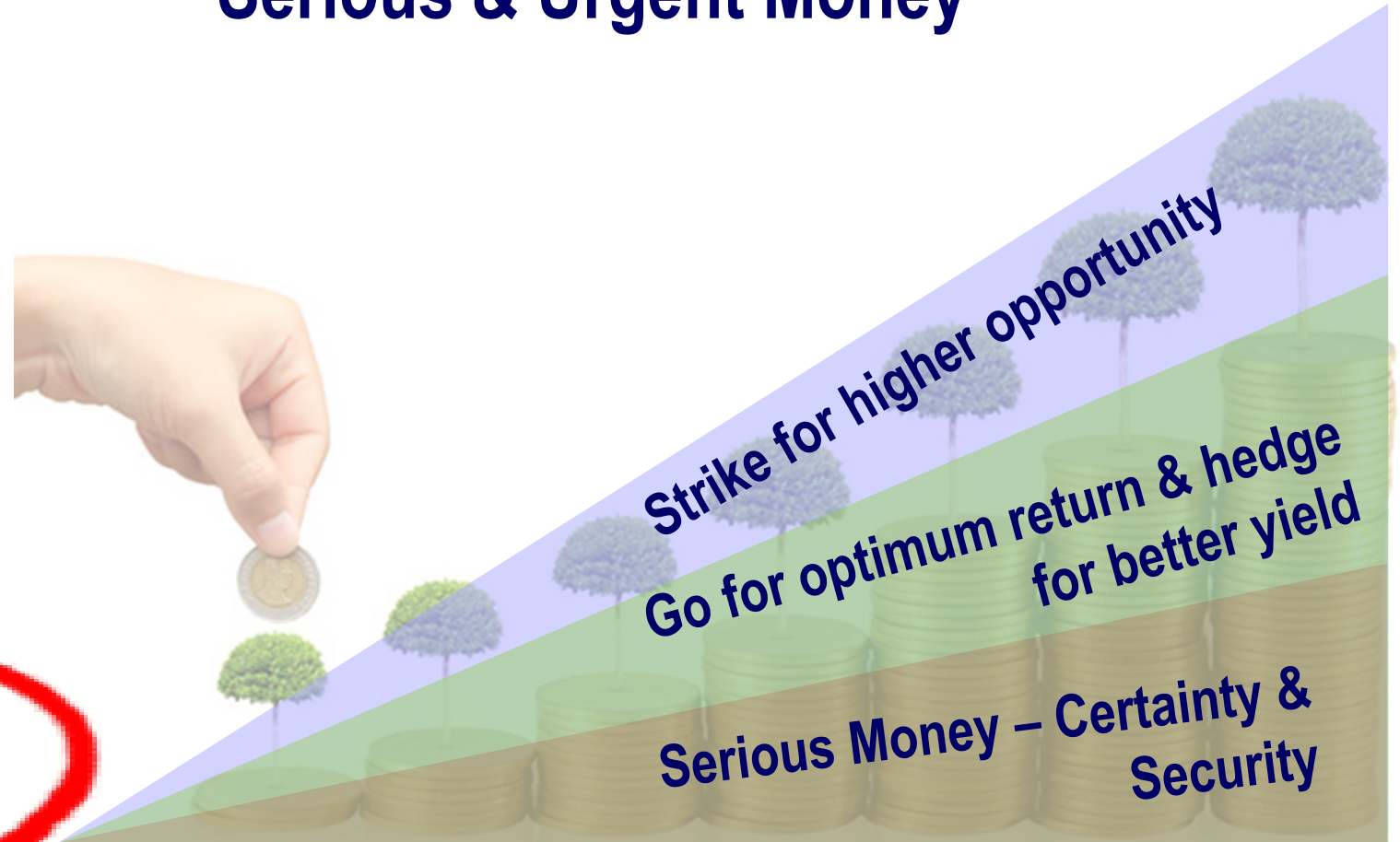
*Constant Parental Support*



*Special Child Support*

# Money Allocation 钱财分配 – 重要和紧急的钱

## Serious & Urgent Money



Very much depends on individual Risk Tolerance

# 10 Approaching Methods

**GREAT VISION Financial Health Scan 理财分析表**

Name 姓名: \_\_\_\_\_ Age 年龄: \_\_\_\_\_  
 Company 公司: \_\_\_\_\_ Designation 职位: \_\_\_\_\_  
 Email 电邮: \_\_\_\_\_ Tel No 电话号码: \_\_\_\_\_  
 Marital Status 婚姻状况: Single 未婚 / Married 已婚 / Divorce 离异 Dependents 孩子人数: \_\_\_\_\_

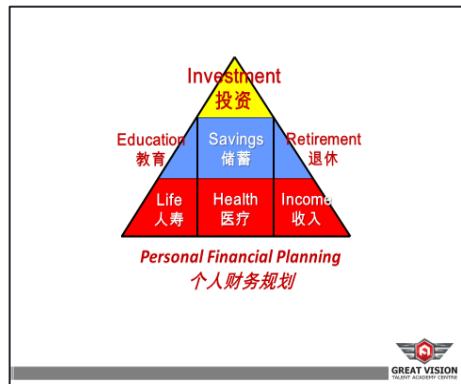
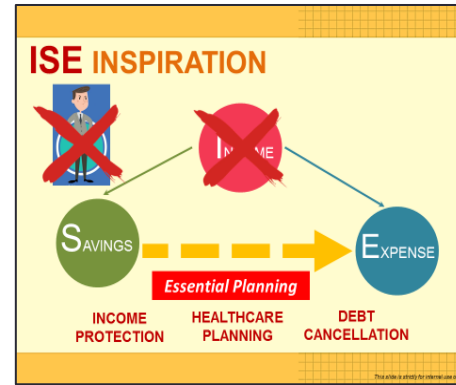
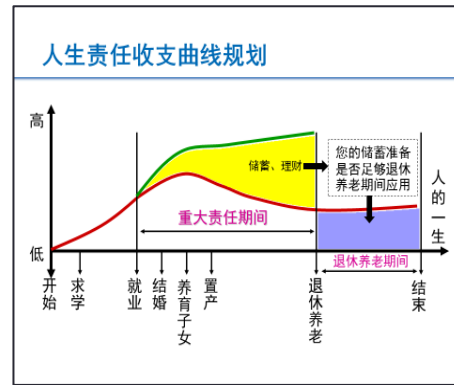
1. 请勾选3个你最关注的主要项目 Please Highlight 3 Most Concern Matters:-

- 通过适当的储蓄/投资工具积累财富 Wealth Accumulation via Savings / Investment
- 在我在世, 为孩子或配偶购买 健康保险本身以及家人 Medical Coverage for me & my family
- 为孩子的高等教育教育 Education Funds for my children
- 为舒适的退休生活累积充足的资金 Sufficient Funds for Comfortable Retirement
- 制定/运用一个计划以分配我的遗产予指定受益人 Estate Planning Solution for Wealth Distribution
- 在我逝世, 将生疾或病重时为家人提供财务保障 Financial Protection upon Death & Disability
- 房屋贷款重估/债务重组 Debt Cancellation & Loan Restructuring

2. Risk Management: 风险管理

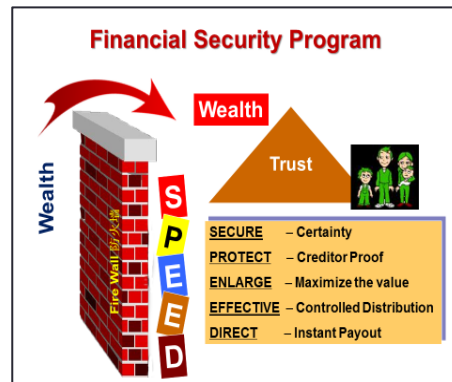
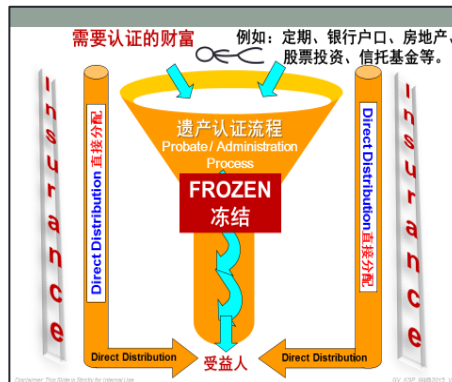
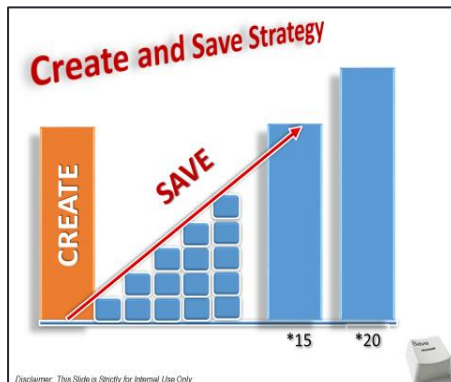
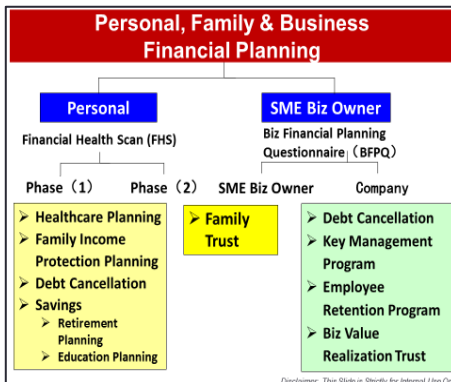
Existing Coverage 目前保险	Sum Insured 保额	Companies 公司	Remark 备注
Critical Illness 严重疾病			
Hospital & Surgical 住院与手术			
Personal Life 人寿保险			
Personal Accident 个人意外险			

Monthly Family Income Needs 所需之家庭收入(每月): RM \_\_\_\_\_



两件事

有事情发生	没事情发生
<ul style="list-style-type: none"> <li>▪ 轻 - 医疗保障</li> <li>▪ 重 - 严重疾病</li> <li>▪ 残 - 收入保障</li> <li>▪ 债 - 偿还债务</li> <li>▪ 死 - 遗嘱与信托</li> </ul>	<ul style="list-style-type: none"> <li>▪ R - 退休规划</li> <li>▪ E - 教育规划</li> <li>▪ S - 储蓄规划</li> <li>▪ I - 投资规划</li> <li>▪ T - 税务规划</li> </ul>



# 生 老 病 死

Which one you **concern most**?

请问您**比较担心**哪一个？

**Why? What** have you done? **Why** you still concern?  
为什么？ 您做了什么？ 既然做了，为什么还担心？

# My working Time Schedule

## APRIL 2021

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4 Easter	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22 Earth Day	23	24
25	26	27	28	29	30	

Download & Print Free Calendars From [Wiki-Calendar.Com](http://Wiki-Calendar.Com)

## MAY 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Holidays and Observances: 5: Cinco de Mayo, 9: Mother's Day, 31: Memorial Day

[www.vicalendar.com](http://www.vicalendar.com)

## June 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

# ACT System

Basic **Activities** **Data** **Key-in**

*By Associate*



### ACTIVITY MONITOR

	A	P	C	R	N
WEEKLY	0	0	0	0	0
TODAY	0	0	0	0	0

ANP	FYP	POLICY SIZE	CASES
-----	-----	-------------	-------

81,300	53,925	16,260	5
--------	--------	--------	---

China (FYP 100K by 31st Dec)81.30%	Japan (FYP 200K by 31st Dec)40.65%
------------------------------------	------------------------------------

18,700	118,700
--------	---------

PRODUCTIVITY	Undefined
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20,325	0
--------	---

China Early Bird FYP 60,000	160.50%
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Period: 01-01-2020 - 30-06-2020

#### HIGHLIGHTS



#### Congratulation

Let's congratulate **Royce Tok** on submitting a case **ANP2,400.00**. You are the star of the family. So proud of you!

#### HIGHLIGHTS

This is the "Main Page"



#### Congratulation

Let's congratulate **Ng Jim Hao** on submitting a case **ANP24,000.00**. You are the star of the family. So proud of you!

#### HIGHLIGHTS



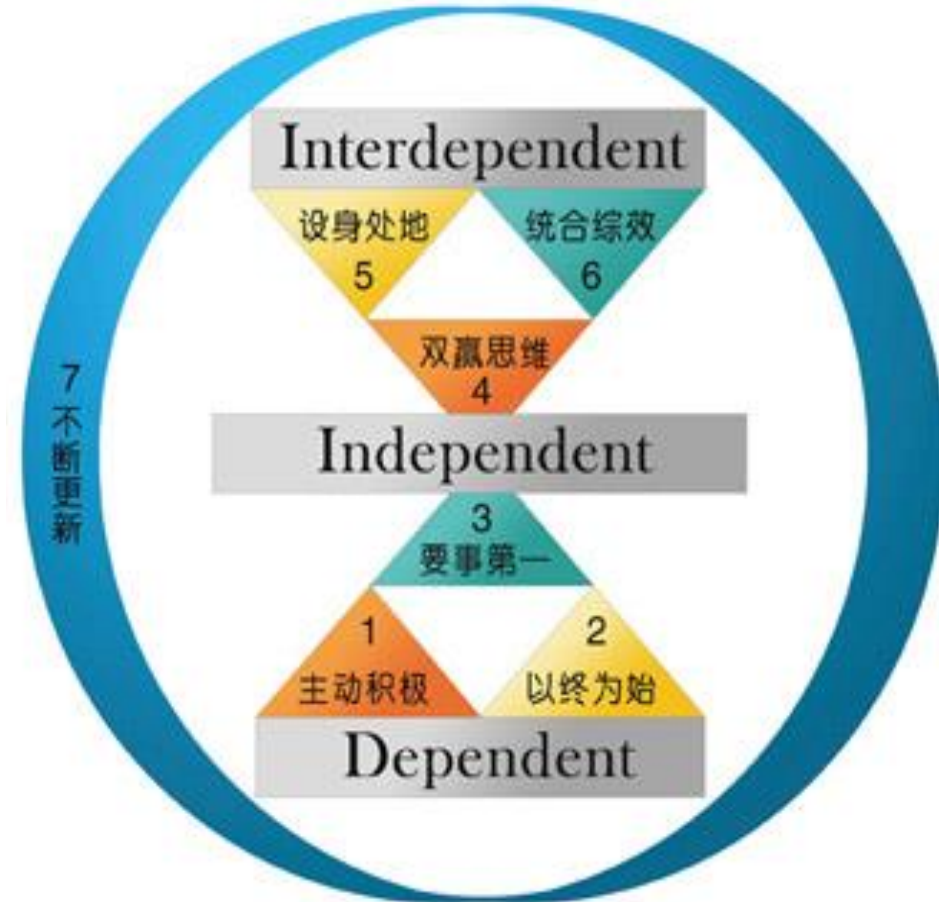
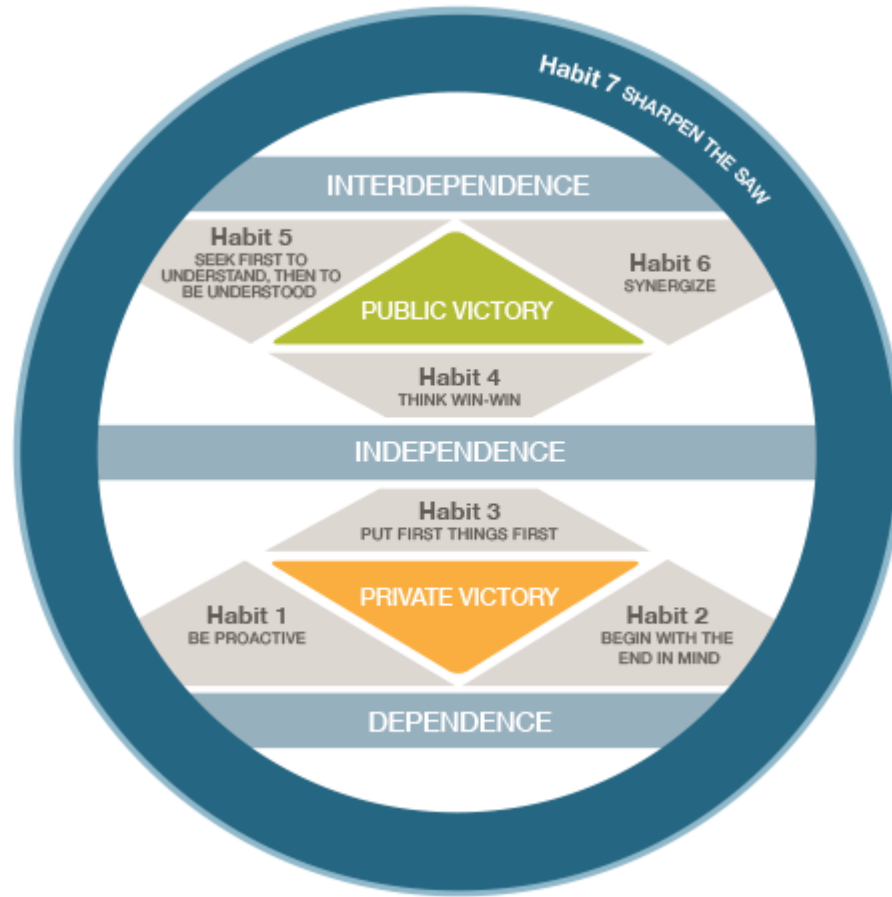
# The Time Matrix

	Urgent	Not Urgent
Important	<p><b>I</b></p> <ul style="list-style-type: none"><li>› Crises</li><li>› Pressing problems</li><li>› Firefighting</li><li>› Major scrap and rework</li><li>› Deadline-driven projects</li></ul> <p><b>Do Now</b></p>	<p><b>II</b></p> <ul style="list-style-type: none"><li>› Prevention</li><li>› <i>Production capability</i> activities</li><li>› Relationship building</li><li>› Recognizing new opportunities</li><li>› Planning</li><li>› Re-creation</li></ul> <p><b>Decide Next</b></p>
Not Important	<p><b>III</b></p> <ul style="list-style-type: none"><li>› Interruptions</li><li>› Some calls</li><li>› Some mail</li><li>› Some reports</li><li>› Some meetings</li><li>› Proximate pressing matters</li><li>› Popular activities</li><li>› Some scrap &amp; rework</li></ul> <p><b>Delegate or Do later</b></p>	<p><b>IV</b></p> <ul style="list-style-type: none"><li>› Trivia</li><li>› Busywork</li><li>› Some mail</li><li>› Some phone calls</li><li>› Time-wasters</li><li>› Pleasant activities</li></ul> <p><b>Delete or Don't Do</b></p>

# Effective **Individuals**

- **The Productivity Pyramid:**
  - Identify values, set goals, plan weekly and plan daily
  - **3 steps to weekly planning:**
    - Review Roles, Choose Big Rocks, Schedule the week (RBS)
  - **3 steps to daily planning:**
    - Check today's appointment, Make a realistic list, Prioritize the list
- **The Time Matrix**
  - The quadrant of necessity, the quadrant of effectiveness, the quadrant of deception and the quadrant of waste and excess
- **Becoming effective**
  - Private victory and Public victory (dependent /independent /interdependent)
  - 7 Habits of highly effective people

# The 7 Habits of Highly Effective People



## *Powerful Closing Questionnaire*

Do you think Saving is **important**?

**你认为储蓄重要吗？（储蓄重要吗？）**

Is there a difference between **have or don't have** Savings?

**有储蓄和没有储蓄有差别吗？（有和没有，有差别吗？）**

To have it NOW and to have it LATER, is there any difference?

**现在就有和迟一点才有，有分别吗？**

# 什么是【贵】? What does it mean by Expensive?

价值 **1百万** 的商品  
An item worth 1Mil

因为**没规划**所以  
Because of NO Planning

**1块 对 1块**  
A dollar to a dollar!



用 **2百万** 来买, 贵吗?  
Use 2Mil to buy it. Expensive?

**贵!** Expensive!

用 **1百万** 来买, 贵吗?  
Use 1Mil to buy it. Expensive?

**公平** FAIR

用 **500千** 来买, 贵吗?  
Use 500K to buy it. Expensive?

**感觉还好** Looks Good

用 **80千** 来买, 贵吗?  
Use 80K to buy it. Expensive?

**便宜呀!** Cheap!

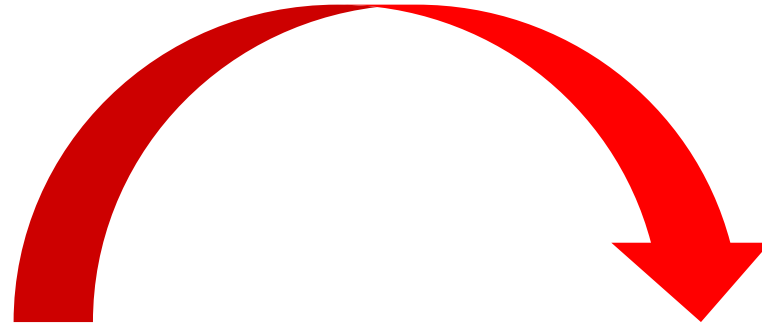
用 **12千** 就买到, 如何?  
Use 12K to buy it. How?

**真的吗?** Really?

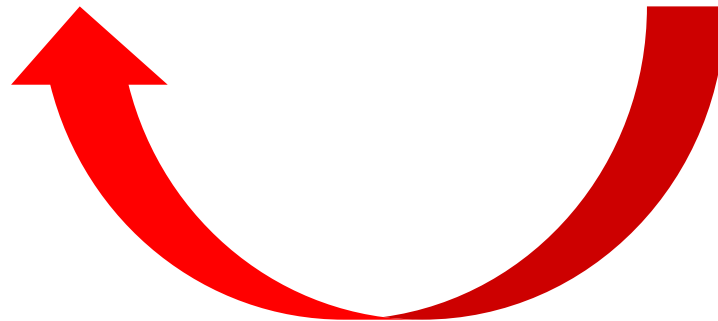


**健康就是财富**  
*Health is Asset*

**巩固自己的财务**  
*Strengthen your financial status*



**善用财富**  
*Wealth Maximization*



**抵押给保险公司**  
*As a collateral to Insurer*



**换取足够的保额**  
*exchange for a Sum Assured*



# I am a Mortgage Adviser 我是一位【**房贷规划师**】

Who Am I ?



提供最完善的  
房屋**贷款**

Effective Loan Solution



处理房贷引起的  
财务**风险**

Risk Management



**检阅**客户原有  
财务规划，  
提供专业服务

Review Existing Planning

I am a Investment Consultant  
I am a Financial Associate  
我是一位【**理财规划师**】



提供最完善的  
理财**方案**

Effective Financial Solution



处理规划中引  
起的财务**风险**

Risk Management

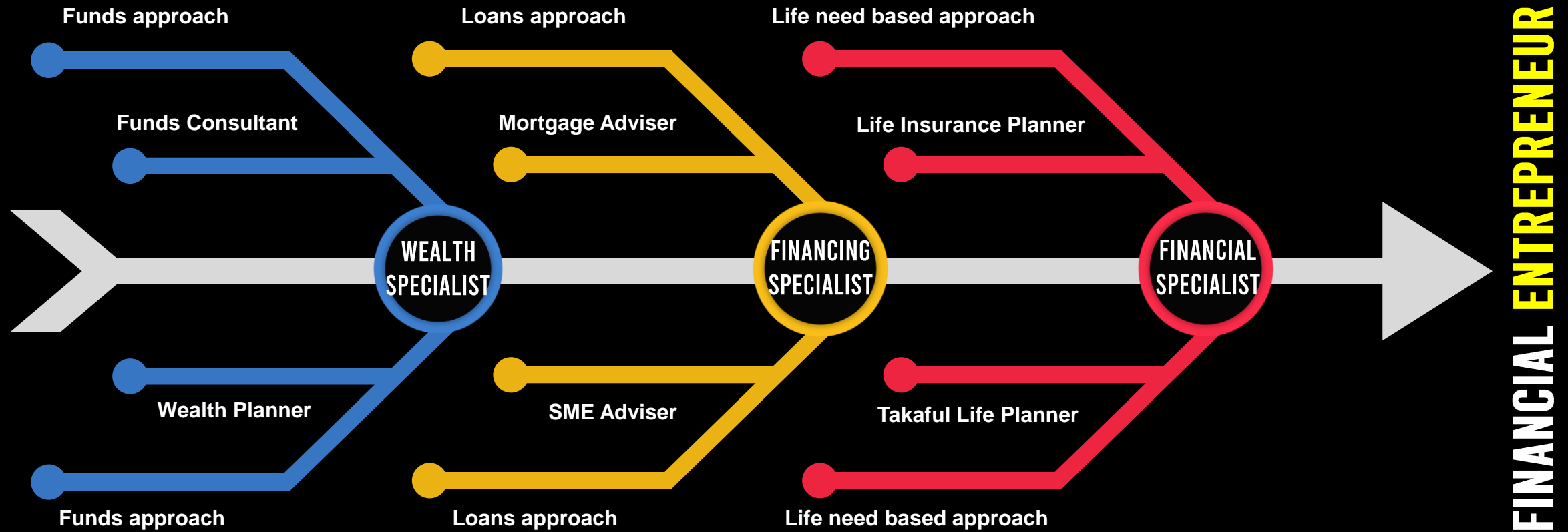


**检阅**客户原有  
财务规划，  
提供专业服务

Review Existing Planning

# From Specialist to Financial Entrepreneur

Who do you want to be?



# 分享您的**宝贝**！

Share what you have learned

学习到的  
learned

体会到的  
experienced

感受到的  
felt

重温到的  
revised

吸收到的  
received

察觉到的  
observed

思考到的  
thought

看到的  
seen

听到的  
heard

Thank  
You

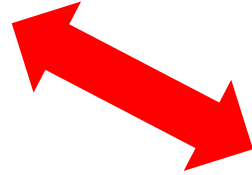


# *What does it mean by Expensive?*

**An item worth 1Mil**

*If without proper  
Planning*

***A dollar to a dollar!  
To solve problem***



*Use 2Mil to buy it. Expensive?*

***Expensive !***

*Use 1Mil to buy it. Expensive?*

***FAIR***

*Use 500K to buy it. Expensive?*

***Looks Good***

*Use 80K to buy it. Expensive?*

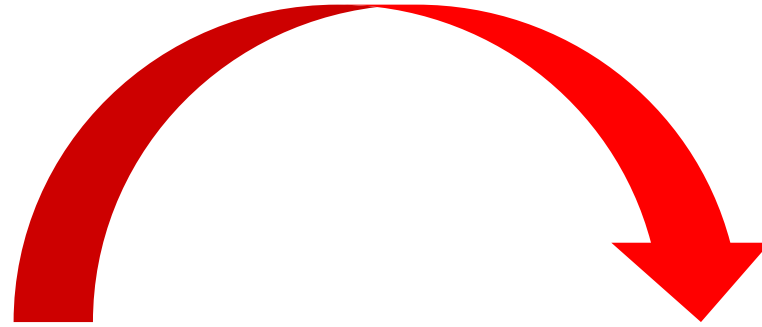
***Cheap!***

*Use 12K to buy it. How?*

***Really?***



***Health is Asset***



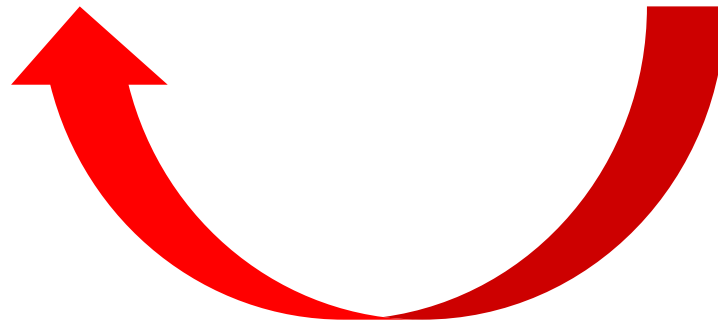
***As a collateral to Insurer***

***Wealth  
Maximization***

***Strengthen your  
financial status***



***exchange for a Sum Assured***



*Thank you*