



BACKGROUND

Originally from Penang but moved to Johor to pursue a tertiary education. Graduated from UTM with a Bachelors of Civil Engineering. Coming from a poor family, he started from the bottom with nothing. However, through years of hard work and perseverance he rose to the top. He now comfortably resides in the Top 5% category as a Senior Group Manager and Founder of AVA Wealth Consultancy.

REMINDER:

"PEOPLE DON'T CARE HOW MUCH YOU KNOW
UNTIL THEY KNOW HOW MUCH YOU CARE"

ANDY LIM WEE KEAN

Senior Group Manager
Great Eastern Life Malaysia
Founder of AVA Wealth Consultancy
<https://www.ava-wealth.com/>

WHY THIS CAREER?

Initially

Coming from a poor family he is always looking for income opportunities. During his undergraduate studies he had 3 side hustles, tuition, MLM and karaoke song sheet provider. Unfortunately, all of these 3 side incomes were not suitable careers in the long run as there were problems with scalability, stability and profitability.

Finding A Match

He was first introduced to the insurance industry by a friend. The commission system of this industry played a major role in his decision to join. Additionally, he was also inspired by his seniors' high income and growth potential. At last, he joined the insurance industry under SG after graduation.

INITIAL GOALS

- Qualify for the Supremacy Award in order to build recognition and qualify for a free overseas vacation
- Qualify for a promotion by means of sales and recruitment

CHALLENGES FACED

- Faced many rejections at the start
- Parents disapprove of him doing insurance full time
- Lack of recruitment due to low retention rate despite the tremendous effort to train new recruits
- Internal competition with another 3 insurance agents within the family and 4 within coursemates

OVERCOMING CHALLENGES

- Learn better objection handling methods through role playing
- Achieve Supremacy Award to earn parent's approval
- Practice more recruitment presentation

ADVICE FOR NEWCOMERS

- Improve soft skills such as people and communication skills
- Be more emotional and expressive in sales presentation
- Have the right attitude and build good habits



Interviewer: William Lim
Date: 23 Dec 2021
Time: 9.00pm-10:30pm