



AIA ELITE ACADEMY



HEALTHIER, LONGER,
BETTER LIVES

EMPOWERING WINNERS

QUALITY RECRUITMENT PROGRAM OF 2021

“An exclusive programme **invested** in developing a new Generation of highly driven Life Planner, by providing **Best-in-Class support** & an environment that cultivates a spirit of **Collaboration, Professionalism & Wellbeing** so that our best are **Empowered** to help Malaysians live **Healthier, Longer, Better**”

AIA
ELITE
ACADEMY





HEALTHIER, LONGER,
BETTER LIVES

LEADERS

PROFESSIONALS

ENTREPRENEURS





HEALTHIER, LONGER,
BETTER LIVES

HIGH POTENTIAL = **MDRT** + **FUTURE LEADER**

SUPER GROWTH FACTOR IN YOUR AGENCY EXPANSION

3X MORE PRODUCTIVE THAN STANDARD AGENT

2.5X MORE ACTIVE THAN STANDARD AGENT

WHO ARE THEY

>70%

are from Professional
(Bankers, Accountant & Auditor, Engineer,
Pharmaceutical)

>35%

are from Managerial Role

>45%

are Degree holders & above

25 - 40

Average age

>RM 6,000

Average monthly income





HEALTHIER, LONGER,
BETTER LIVES



AIA
ELITE
ACADEMY

ELITE

- 25-40 years old
- Diploma/Degree & 2 years working experience
- Proof of income

To enable well educated, ambitious
& smart individuals looking for
career change

ELITE PRO

- 25-45 years old
- Degree & 3 years working experience
- Diploma & 5 years working experience
- Proof of income

To enable experienced, educated
individuals for head start in
becoming a leader, MDRT &
entrepreneur

MONTHLY VALIDATION



AIA
ELITE
ACADEMY

ELITE		
Cases	3	
AFYP	6K	9K
Monthly Bonus		
Month 1-6	2,000	3,000
Month 7-12	1,500	2,500
Month 13-18	1,000	2,000

ELITE PRO			
4			
12K	15K	20K	25K
Monthly Bonus			
4,000	5,000	7,000	9,000
3,000	4,000	5,000	7,000
2,500	3,000	4,000	5,000

QUARTERLY VALIDATION



AIA
ELITE
ACADEMY

ELITE		
Cases	9	
AFYP	18K	27K
Monthly Bonus		
Month 1-6	6,000	9,000
Month 7-12	4,500	7,500
Month 13-18	3,000	6,000

ELITE PRO			
12			
36K	45K	60K	75K
Monthly Bonus			
12,000	15,000	21,000	27,000
9,000	12,000	15,000	21,000
7,500	9,000	12,000	15,000

EXCLUSIVE BENEFITS

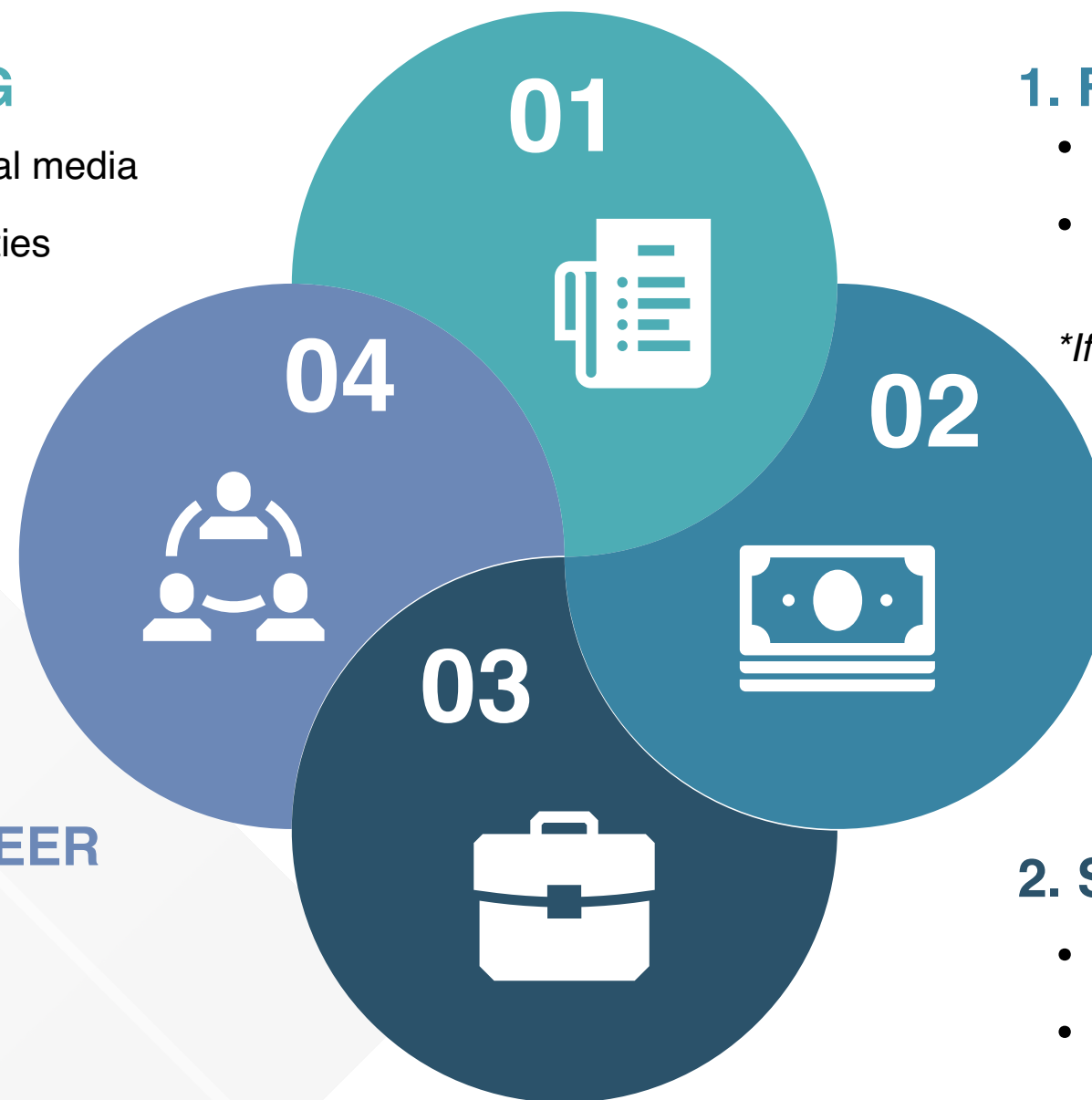


4. MEDIA PROFILING

- Elite KOL featured in social media
- Speaking & PR opportunities

3. LONG TERM CAREER DEVELOPMENT

- MDRT Experience
- Exclusive EPL Invitation



1. FOCUSED TRAINING

- Up to 36 months allowances
- Up to 36 months training & development

**If Elite Pro qualify EPL*

2. SPECIAL INCENTIVES

- Elite Conference
- Rising Star
- MDRT Fast Start
- Double Millionaire



HEALTHIER, LONGER,
BETTER LIVES

**ELITE
PREMIER
LEADER MDA
REWARDS**

25,000

1X Bonus Upon Achieving MDA
Status In 1st Year As New UM

**ELITE PRO
DOUBLE MILLIONAIRE
CHALLENGE**

Up to

2,000,000



5X Supreme MDRT & 1X Supreme COT/TOT
Become A DM & Groom 1 DM
(2021 Intake)

**ELITE PRO
SUPREME MDRT
FAST START
BONUS**

Up to

40,000



Meets Supreme MDRT/COT/TOT
within Year 1 & Year 2
(2021 Intake)



AIA
ELITE ACADEMY

2021 ELITE PREMIER LEADER (EPL)



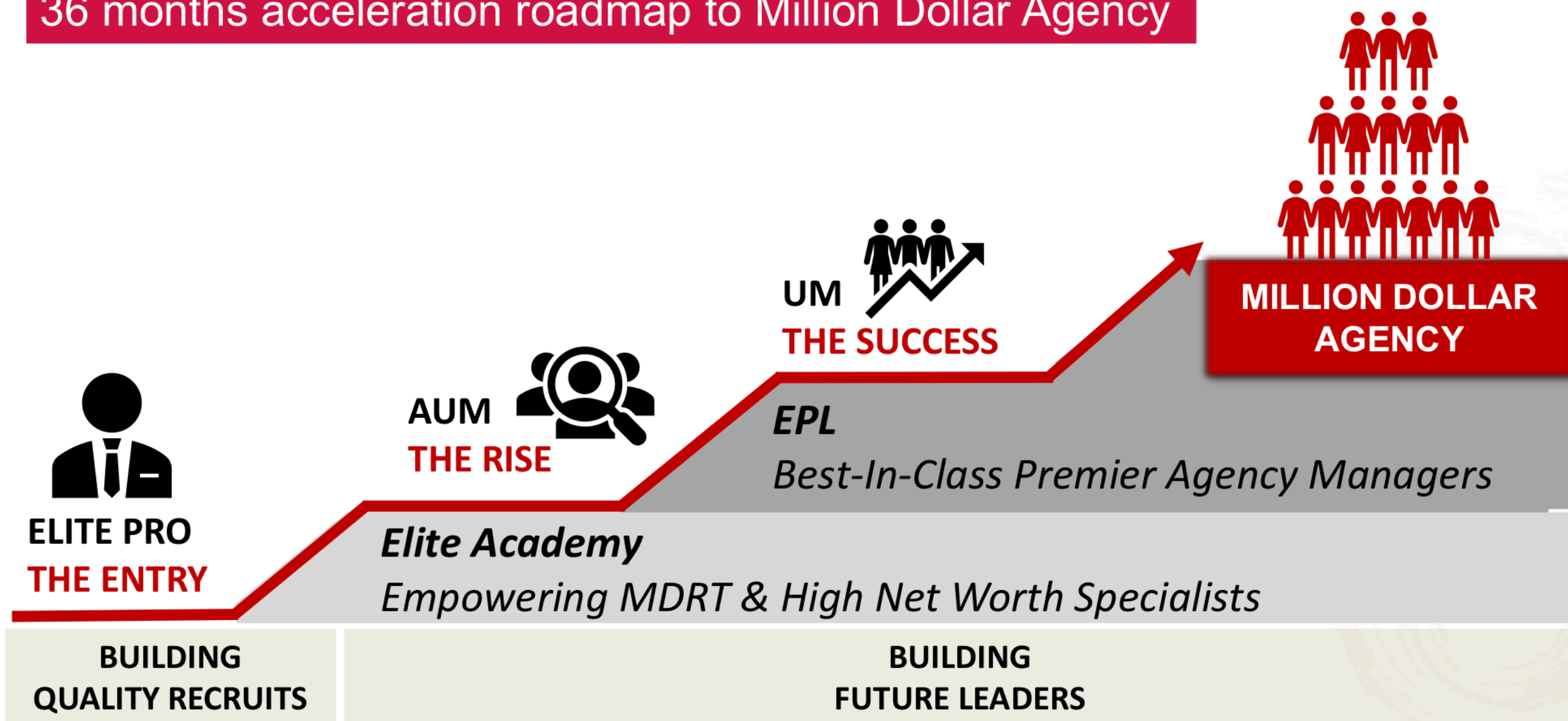
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BETTER LIVES



HEALTHIER, LONGER,
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ELITE PREMIER LEADER (EPL)

36 months acceleration roadmap to Million Dollar Agency

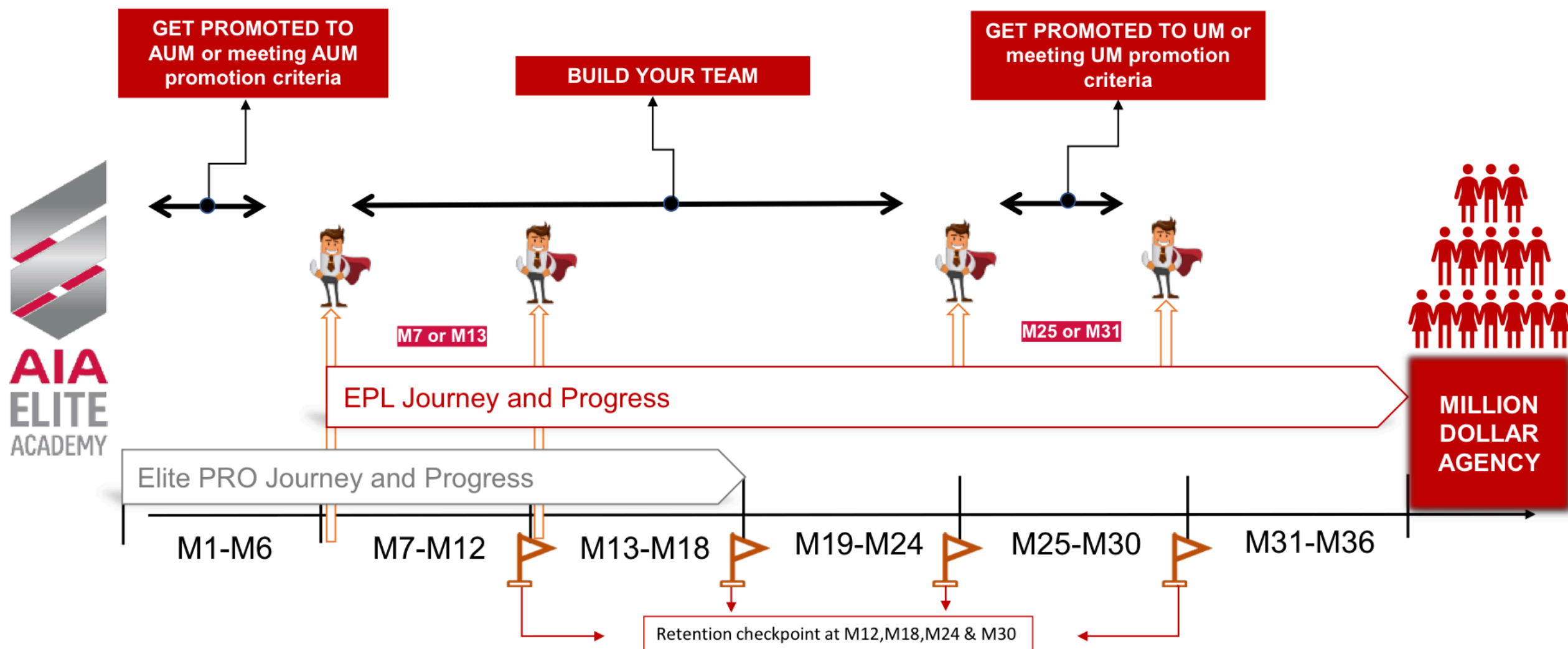




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ELITE PREMIER LEADER (EPL)

36 months accelerated roadmap to Million Dollar Agency



*Total 36 months program from Elite Pro M1 regardless of which NPL intake.

ELITE PREMIER LEADER (EPL)

Program	Elite Premier Leader (EPL)	
Eligibility	Elite Pro	
Program Tier	AUM TIER (M7-M24 or M13-M24)	UM TIER (M25-M36 or M31-M36)
Entry Window	First Entry Window: M7 (Duration M7-M24) or Second Entry Window: M13 (Duration M13-M24)	First Entry Window: M25 (Duration M25-M36) or Second Entry Window: M31 (Duration M31-M36)
Entry Requirement	<ol style="list-style-type: none"> 1. Participant must be still retained in Elite Program 2. Promoted to AUM rank, or meet AUM promotion criteria by M6 (for M7 entry) or M12 (for M13 entry). 3. Minimum 1 direct active Elite/Elite Pro 4. Complete Goal Setting 5. Sales Head Approval 	<ol style="list-style-type: none"> 1. Must be a successful graduate from Elite program & completion of AUM Tier. 2. Promoted to UM rank, or meet UM promotion criteria by M24 (for M25 entry) or M30 (for M31 entry). 3. Minimum 2 direct active Elite /Elite Pro 4. Complete Goal Setting 5. Sales Head Approval



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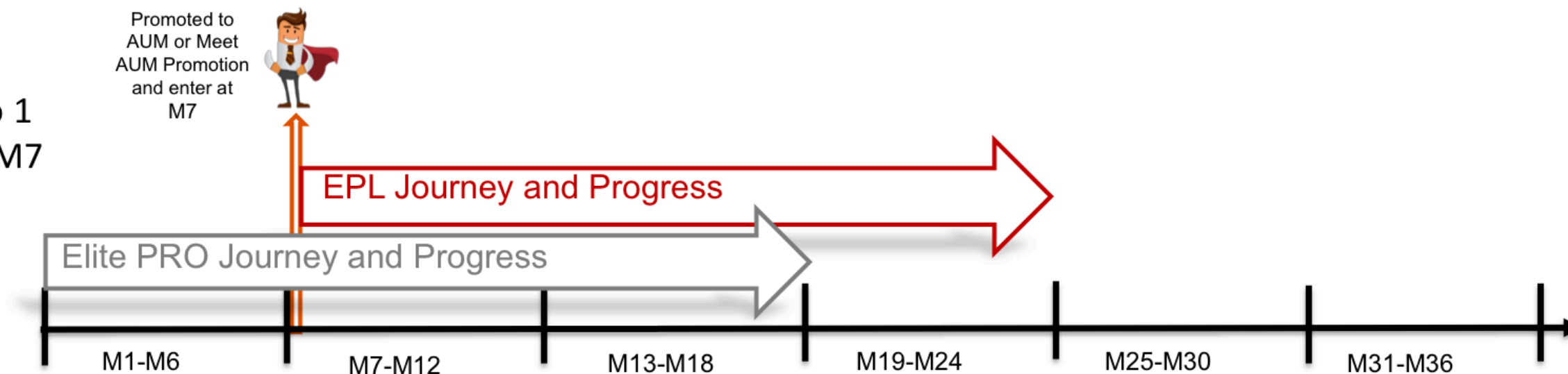
EPL Entry: AUM Tier

Promoted to AUM or
meet AUM promotion criteria

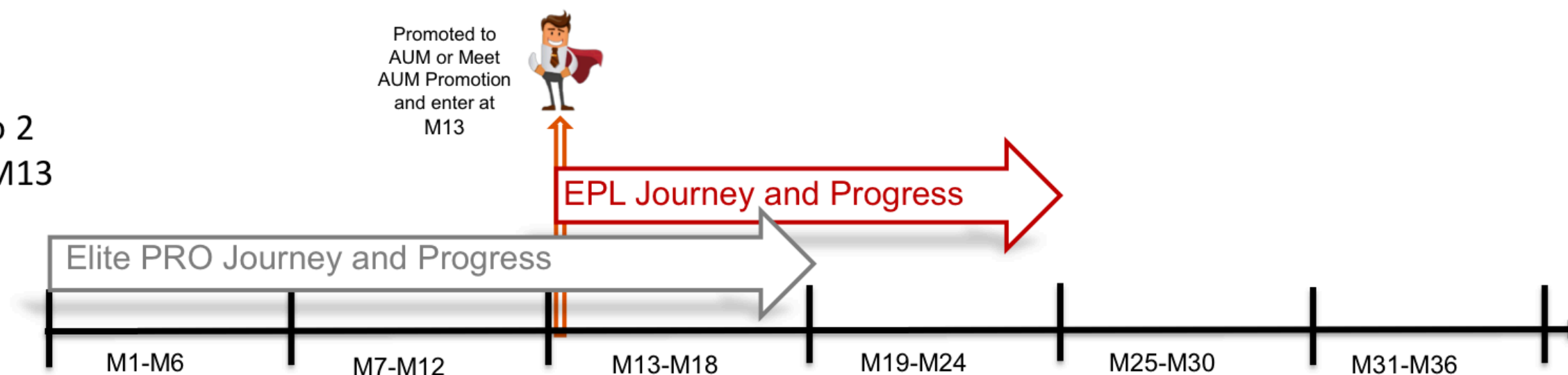
i) with min. 1 active Elite /Elite Pro
ii) Participant must retain in Elite Pro

Enter EPL in M7 or
M13

Scenario 1 Entry at M7



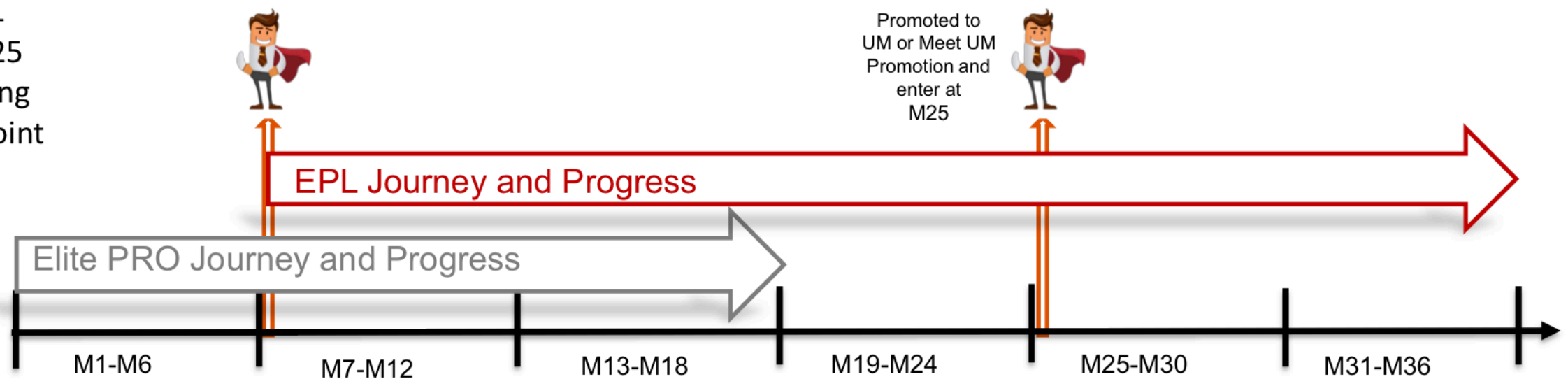
Scenario 2 Entry at M13



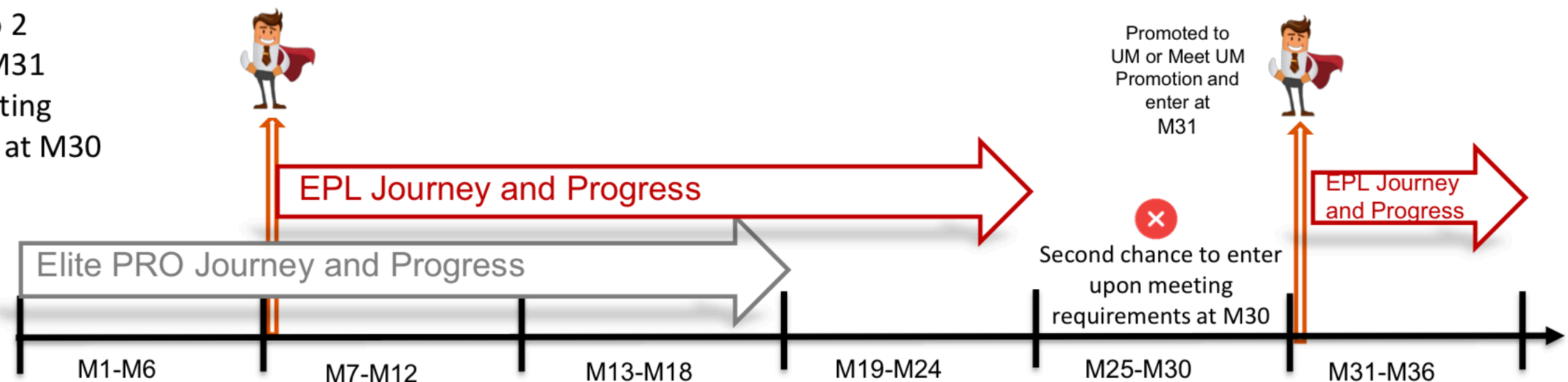
EPL Entry: UM Tier



Scenario 1
Entry at M25
upon meeting
M24 checkpoint



Scenario 2
Entry at M31
upon meeting
requirements at M30



ELITE PREMIER LEADER (EPL)





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ELITE PRO TRAINING ROADMAP



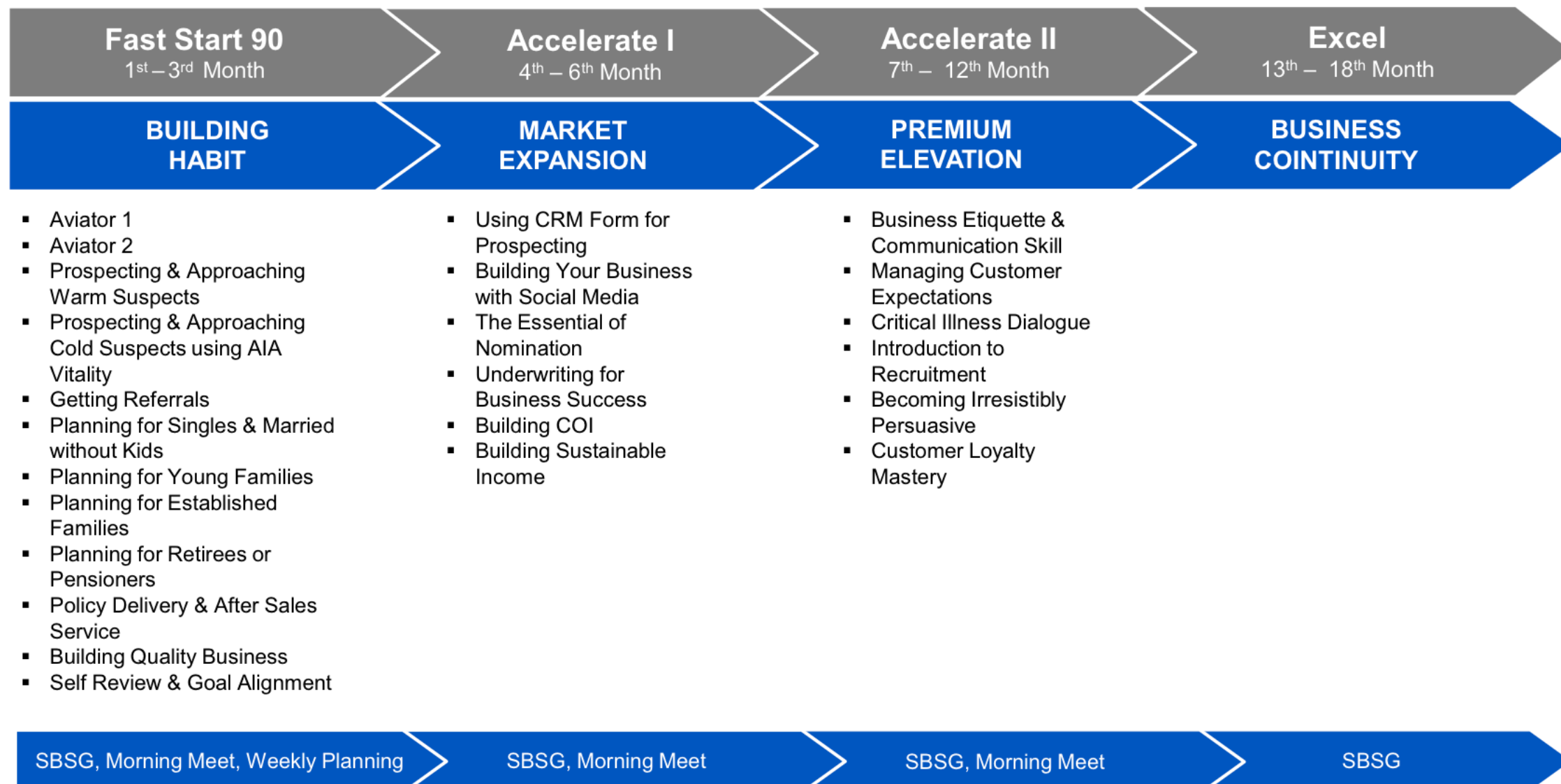
Elite PRO

*Empowering MDRT
& High Net Worth
Specialists and Best-
In-Class Agency
Managers*



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ELITE TRAINING ROADMAP



Elite

Building Sustainable
and Consistent
Producers



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BETTER LIVES

LEADER TRAINING ROADMAP

Scan me
for more information



ASPIRING LEADERS

BAMC+
(Basic Agency
Management Course Plus)
with 5 sessions of
Performance Boosters
Compulsory for Pre-UM Promotion

FLiM
(Future Leaders in Making)
Recommended for Pre-AUM Promotion

Recruitment Up!

AIA Future Managers

**Star Accelerator
Series**

NEW LEADERS

PLM 2.0
(Premier Leaders
Management 2.0)
with 11 sessions of
Leadership Boosters
Compulsory for Post-UM Promotion

FLS
(Field Leadership Series)
• Finding the Right People
• Building the Right People

AIR
(Artificial Intelligence
Rebuild)

EXISTING LEADERS

MATT 2.0
(Manage At The Top)

ELM
(Essentials of Leadership
& Management)
Compulsory for Post-DM Promotion

Pacesetter
Compulsory for Pre-DM Promotion

Influencer

MDA LEADERS

PMW
(Profitable Management
Workshop)

FMS
(Field Management
Seminar)

**Leading At The
Speed of Trust**

**Crucial
Conversation**

**Social Media for
Recruiting**

Elite Recruitment Solutions

CORE COMPETENCY

*Equip leaders with core
recruiting knowledge and skill
to fuel recruitment engine*

★ ★ ★ ★ ★ ★ ★ ★

ABC (AIA Builder's Course)
4 Mini Workshops

RECRUITING RIGHT

*Ignite the desire to Elite
recruitment and empower leaders
with Elite profiling skills to look
for the right candidate*

★ ★ ★ ★ ★ ★ ★ ★

Elite Leader's Playbook
Elite Leader's Armory
Elite III Recruitment Aid (ERA)
Panel Interview Decoded (PID)

BUILDER'S ADVANTAGE

*Enhance leader's capabilities in
hand-holding Elites and LPs for
optimal performance*

★ ★ ★ ★ ★ ★ ★ ★

Coach For Performance (CoP)



#1



https://www.aia.com.my/content/dam/my/en/docs/press-releases/2020/Press_Release_AIA_Named_1_MDRT_Company_in_Malaysia_for_Fifth_Year_Running_21072020_ENG_Final_Website.pdf

WORLDWIDE



#1 **LARGEST INSURER**
IN THE WORLD

Source: Bloomberg, 24 February 2017



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WORLDWIDE

HONGKONG STOCK EXCHANGE

LARGEST LISTED COMPANY

ASSETS OVER

USD 216 BILLION

PRESENCE

18 COUNTRIES

PROTECTING

30+ MILLION CUSTOMERS





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BETTER LIVES

MALAYSIA



PROTECTING MALAYSIANS

MALAYSIA

ONLY INSURER



Life



Takaful



Motor



Corporate
Solutions



Accident



Health



Home



Retirement

OFFERING COMPREHESIVE
HEALTH-WEALTH-MEDICAL-PROTECTION-MORTGAGE
COVERAGE

MALAYSIA

ONLY INSURER



AIA
VITALITY

FOCUSED ON PREVENTION AND WELL BEING

MALAYSIA

INDUSTRY LEADING TECHNOLOGY SUPPORT



iPoS
Electronic Business
Submission & Tracking



Life Planner App
Performance Tracking,
Activity Management



AIA Recruiter
Recruitment Pitch Events,
Onboarding Tracking



iLearn
Learning On The Go



HEALTHIER, LONGER,
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KICK START A LIFE CHANGING JOURNEY

COLLABORATIVE LEARNING
ECOSYSTEM



18 MONTH TAILOR MADE
TRAINING PROGRAM



ONE OF A KIND
FINANCING SCHEME



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BETTER LIVES



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WWW.AIARECRUITER.COM.MY



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ACEPOWERGROUP



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2021 RISING STAR CONVENTION

RISING STAR SIEM REAP CAMBODIA

CATEGORY

Personal Sales – New Life Planner (NLP)

VALIDATION PERIOD

Full 3 Consecutive Months*

* 3 Full consecutive months is counted from the subsequent month after the contracted date

ANP/ANC

RM 40,000

CASES

10

DO PR

90%

2021 SUMMIT & STAR CONVENTIONS

SUMMIT
PARIS
FRANCE

STAR
DUBAI
UAE

Applicable to :

PERSONAL SALES /
DIRECT TEAM /
DISTRICT GROUP

Qualify for up to 3 Convention Tickets

+
RM2500 Extra Cash Reward

NEW!

Option to convert 1 Summit Ticket + RM2500
to 1 Umrah / Ziarah ticket

UMRAH CONVENTION

Note:

Star Tickets can be exchanged with one (1) Summit Ticket. Only applicable to participants who fulfills all the following:

- Must be qualifier from Tier A6, A7, B5, B7, C6 and C7 from 2020 Summit and Star Convention, with at least one (1) 2020 Star Ticket.
- Must be qualifier from Tier A7, A8, B7, B8, C7 and C8 from 2021 Summit and Star Convention, with at least one (1) 2021 Star Ticket.



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2021

SUPREME CONVENTION

SUPREME

**BARCELONA
SPAIN**

CATEGORY

Personal Sales

Life Planner/New Life Planner

Direct Team Sales

Unit Manager

Direct Team Sales

District Manager

District Group Sales

District Manager

REQUIREMENT

Top 90

Ranked by TPC

Top 15

Ranked by TPC

Top 3

Ranked by TPC

Top 8

Ranked by TPC

ADDITIONAL REQUIREMENT

Must qualify at least **1 Summit Ticket** & attend the convention trip

PRESIDENT CLUB

2021

1

TICKET TO **2021
PRESIDENT CLUB**
FOR **TOP PRODUCERS**
IN EACH CATEGORY

- Top 2022 District Director
- Top District Group Producer
- Top Direct Team DM Producer
- Top Direct Team UM Producer
- Top Personal Sales Producer
- Top 2022 TOT
- Top 2022 MDRT Agency
- Top Elite Pro/Elite/Elite Lite Recruiter
- Top Corporate Agency Leader
- Top CS Producer
- Top LIG Producer
- Top AIA Vitality Producer

DIRECTOR'S PROFILE

Ace Wong Ching Beng

In AIA

- 1999 Join AIA
- 2003 Promote to UM
- 2012 Promote to DM
- 2009 - 2011 MDA Direct Team
- 2012 - 2020 MDA Star+ District Group
- 1999 - 2020 Star & Summit Convention Trip Qualifier
- Groomed 11 MDRTs
- Groomed 5 Unit Managers
- 2013 - 2016 Groomed 4-Time President Club Qualifier
- 2013 Groomed Nationwide UM Direct Team 1st Runner-Up
- 2014 Groomed Nationwide UM Direct Team 2nd Runner-Up
- 2015 Groomed Nationwide UM Direct Team 1st Runner-Up
- 2016 Groomed Nationwide UM Direct Team 2nd Runner-Up
- 2017 AIA Vitality #BeBetter Star
- 2017 AIA Vitality Champion Agency (Nationwide)
- 2018 AIA Vitality 1st Runner-up Agency (Nationwide)
- 2019 AIA Vitality 2nd Runner-up Agency (Regional)

Something different as a Sportsman in Taekwondo

1987-1996 State and National Exponent

1990-1996 National Champion

1993 - SEA Games Silver Medallist

1993 - World Games Bronze Medallist

1993 - Sportsman of the Year (Kuala Lumpur)

1994 - Asian Games Bronze Medallist

1996 - Malaysia Open Gold Medallist

1997-2004 KL Head Coach & National Junior Coach



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DIRECTOR'S PROFILE

Kelly Ho Joo Suan

Work Experience

1999 Graduated with BSc Accounting & Finance (Hon)

1999-2008 Worked in banks and consulting firms

2008 Obtained fund manager's license from Securities Commission

Last job was fund manager in an investment bank

In AIA

- 2010 Full time in AIA
- 2012 Promoted to UM
- 2019 COT
- 2011 - 2020 MDRT
- 2012 - 2020 MDA & MDA Star+
- 2013 - 2016 President Club Achiever
- 2013 UM Direct Team 1st Runner-Up Award
- 2014 UM Direct Team 2nd Runner-Up Award
- 2015 UM Direct Team 1st Runner-Up Award
- 2016 UM Direct Team 2nd Runner-Up Award
- 2017 UM Direct Team 3rd Runner-up
- 2017 AIA Vitality Champion Unit (Nationwide)
- 2018 AIA Vitality 1st Runner-Up Unit (Nationwide)
- 2019 AIA Vitality 2nd Runner-Up Unit (Nationwide)
- 2018 Finalist in Insurance Agent of the Year - 3rd Asia Trusted Life Agents & Advisers Awards held in Manila, Philippines
- 2010 - 2020 Summit Convention Trip Qualifier
- 2013 - 2020 Elite Convention Qualifier
- 2019 - Senior Master Trainer
- Groomed 8 MDRTs

Something different

1993-1998 State and National Exponent in Taekwondo



HEALTHIER, LONGER,
BETTER LIVES



UNIT MANAGER'S PROFILE



HEALTHIER, LONGER,
BETTER LIVES

Lai Eva

Work Experience

- 2005 Graduated with BA (Hons) Accounting And Finance
- 2005-2006 Worked in Bank & Trading Companies

In AIA

- 2007 - 2020 Star & Summit Convention Qualifier
- 2015, 2017 & 2020 MDRT Achiever (3 times)
- 2017 Various Mini Conventions Qualifier
- Q3 2019 Fly to Jeju Qualifier



UNIT MANAGER'S PROFILE



HEALTHIER, LONGER,
BETTER LIVES

Hanafi Musa

Work Experience

- Master degree holder in Materials Science at The University of Manchester, United Kingdom (2015)
- Bachelor degree holder in Biomedical Engineering at The University of Technology Malaysia (2010-2014)
- Majlis Amanah Rakyat Scholarship Recipient (2014-2015)
- Yayasan Sultan Iskandar Scholarship Recipient (2010-2014)
- Account Manager at Easwood Park Integrated Academy (2016-2018)

In AIA

- Joined AIA in Nov 2018 under Nurture Premier Agent - High Achiever Program
- Achieved Rising Star Convention Trip within 2 months
- Promoted to Nurture Premier Agent - Elite Program in 3 months
- Successfully recruited 2 Elite Academy Candidates in Feb & April 2019
- Q2 2019 Grand Voyage Qualifier | Dream Cruise
- Q4 2019 Last Sprint | Club Med Maldives
- 2019 & 2020 Star Convention Qualifier
- Promoted to Assistant Unit Manager in 1st Oct 2019
- Promoted to Unit Manager in 1st Jan 2021





PERSPECTIVE VIEW 1



PERSPECTIVE VIEW 2



PERSPECTIVE VIEW 3



PERSPECTIVE VIEW 4



PERSPECTIVE VIEW 5