



## **2016 MDRT Annual Meeting e-Handout Material**

**Title:** A Social Miracle: Life Insurance

**Speaker:** Stuart Shee Yew Kuen, BBA

**Presentation Date:** Wednesday, June 15, 2016

**Presentation Time:** 10:00 - 11:00 a.m.

The Million Dollar Round Table® (MDRT) does not guarantee the accuracy of tax and legal matters and is not liable for errors and omissions. You are urged to check with tax and legal professionals in your state, province or country. MDRT also suggests you consult local insurance and security regulations and your company's compliance department pertaining to the use of any new sales materials with your clients. The information contained in this handout is unedited; errors, omissions and misspellings may exist. Content may be altered during the delivery of this presentation.

Slide 1



**Stuart Shee Yew Kuen, BBA**  
*A Social Miracle... Life Insurance*



**2016**  
JUNE 12-15  
VANCOUVER

---

---

---

---

---

---

---

---

Slide 2

**How do we spell Life Insurance?**

*Lifestyle*

Aspirations      Dreams

Dignity      **Love**      Peace of Mind

Hope

Pride      Money      Promise

**SOLUTIONS VS PROBLEMS**

We have four competitors: Death, Old Age, Disability and Critical Illnesses.  
Our Mission is to get to our people before our competitors do.

---

---

---

---

---

---

---

---

Slide 3

**The Four Essential Skills of Sales Success**

1. Ability to build and maintain relationships  
*From Communicating to Connecting*
2. Ability to identify the problems and issues  
*From Concerns to Crystalizing*
3. Ability to present solution to solve problems  
*From Information to Influence*
4. Ability to position to assist them to take actions  
*From Sales to Positioning*

---

---

---

---

---

---

---

---

Slide 4

### 1. The ability to build and maintain relationships

From Communicating to Connecting  
Using the SHARP concept

- S – Stories
- H – Humour
- A – Analogies
- R – Reference
- P – Pictorial



---

---

---

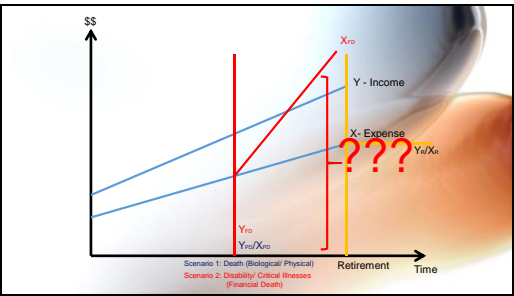
---

---

---

---

Slide 5



---

---

---

---

---

---

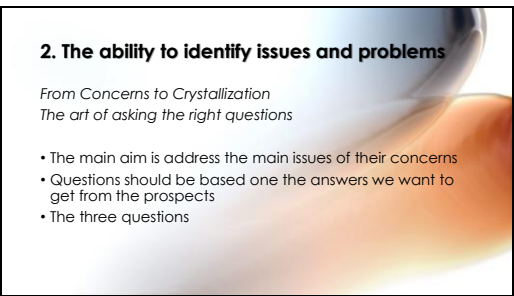
---

Slide 6

### 2. The ability to identify issues and problems

From Concerns to Crystallization  
The art of asking the right questions

- The main aim is address the main issues of their concerns
- Questions should be based one the answers we want to get from the prospects
- The three questions



---

---

---

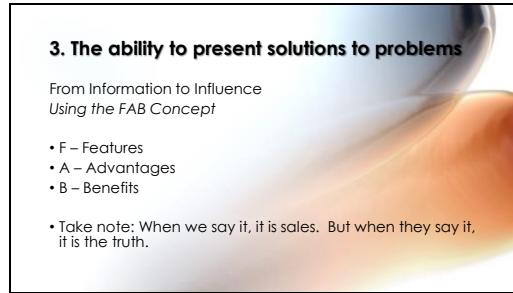
---

---

---

---

## Slide 7



**3. The ability to present solutions to problems**

From Information to Influence  
*Using the FAB Concept*

- F – Features
- A – Advantages
- B – Benefits

• Take note: When we say it, it is sales. But when they say it, it is the truth.

---

---

---

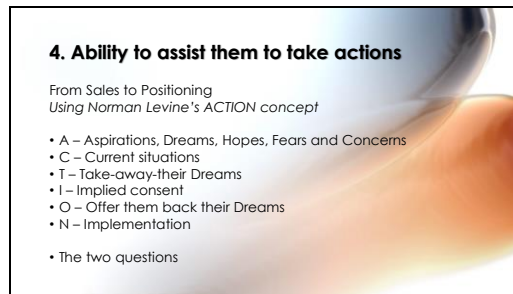
---

---

---

---

## Slide 8



**4. Ability to assist them to take actions**

From Sales to Positioning  
*Using Norman Levine's ACTION concept*

- A – Aspirations, Dreams, Hopes, Fears and Concerns
- C – Current situations
- T – Take-away-their Dreams
- I – Implied consent
- O – Offer them back their Dreams
- N – Implementation

• The two questions

---

---

---

---

---

---

---