

His plunge into a career as a life planner with Great Eastern about 10 years ago during the Asian financial crisis was unengineered. But it has turned out to be one of the best decisions Terence Chiem has made in his life.



# NOT It's Business as Usual

The crunch in the current job market is déjà vu for 36-year-old Terence Chiem. He recalls being in a similar situation when he graduated during the Asian financial crisis about 10 years ago. "Most of my friends had difficulties looking for a job then. Those who did find one had to contend with a lower pay and longer working hours. They were also worried about job security." Terence decided to be a life planner with Great Eastern.

Within the first year with the company as a life planner, Terence began reaping fruits from his decision. He received the Great Eastern Achievers Club (then known as the Honours Club) bronze qualification. And from then on, he has consistently attained the annual Million Dollars Round Table (MDRT) award – the industry's pinnacle honour for those who excel in their sales. Today, he is a Senior Manager at

Great Eastern in charge of his own group of life planners. And he is on track towards his career goal to become a Director of Financial Services by 2012.

#### Not alone

Terence is hardly alone in his quest for success. Great Eastern's Managing Director (Singapore), Tan Hak Leh says, "At Great Eastern, our agency force is one of the fastest growing in Singapore. We have been very successful especially in recruiting from the under-35 age group. Two-thirds of our recruits are diploma or degree holders. We have also seen an increasing number of professionals and post-graduates joining us. The turnover rate for our new life planners is also very low." Why the low attrition rate? It's because of the company's stringent training and support programme specially tailored to help new life planners perform well in their job.

Terence is the first to affirm how such a training framework has been instrumental in his career development. A Masters Degree holder in Engineering, he knew nothing about finance and business management. But thanks to Great Eastern's pro-career and personal development programme, Terence and his colleagues thrive in an environment that fosters a culture of excellence and teamwork, with many avenues for them to develop in their career.

#### Real sales support

Great Eastern life planners are well equipped with the latest technology such as the award-winning E-MAS (Electronic Mobile Advisory Solutions) point-of-sale system that provides instant customised financial solutions. Besides the comprehensive training programmes, the Company provides good sales support such as sales seminars, roadshows and effective

marketing campaigns. It also uses insight-driven analytics to help life planners know their clients' needs better, so that they can customise product solutions for them.

#### Own time own target

Terence enjoys his job for another reason. "You choose the type of clients you wish to work with, you are in control of your time and you're paid according to your hard work," he enthuses. So whether you are a fresh graduate looking for a job or someone considering a career switch, his advice is the same, "In the current recession, where jobs in your area of training may not be easy to come by, why not try out a career as a life planner? Give it a shot. You'll be surprised how enriching this career is. And you'll also be amazed by the sense of satisfaction when your customer trusts you and accepts your financial recommendations."



**With Great Eastern,  
you're always covered.**

**We are the market leader in Singapore.**

**Driven by service excellence.**

Serving you better begins with us. That's why our Life Planners are given extensive training. They are also the first in the insurance industry to be equipped with the latest technology like EMAS – Electronic Mobile Advisory Solutions; a system that enables them to provide you with customised financial solutions anywhere, anytime, so you'll always enjoy a positive customer experience.