

Greater

Amidst many changes in the life insurance industry, Great Eastern stands out as a financially strong and stable brand. Currently into its second century, it is the most established life insurance company in Singapore and Malaysia with \$48.5 billion in assets and 3.8 million policyholders.



Left to Right:
Remus Lim, Philip Loh, Shenile Teo, Lucy Ho, Abel Lee

Opportunities for Growth

FOCUS and commitment. Two key attributes shared by Great Eastern's 2,800 life planners. It is little wonder that its agency force enjoys the highest productivity. Last year, its agency productivity surpassed the industry average by 28 percent.

Commented Ben Tan, Head of Distribution at Great Eastern, "We are very proud of this achievement which did not happen by chance. To develop our life planners to the best of their potential, we take an integrated approach by offering the most comprehensive range of products, the highest standard of training and the most attractive career development opportunities."

Winning combination of heartware and hardware

Great Eastern life planners have the opportunity to hone their leadership and relationship building skills. They work closely as a team, inspiring and spurring one another to greater success.

Commenting on the strong sense of camaraderie in her agency group, **Shenile Teo**, Great Eastern's Top Director in 2009 said, "We're like family. We work hard and play hard together."

That she is six months in the family way has not deterred Shenile from actively leading and driving her team of 70 life planners. She added, "I feel like I am a mother to 70 children. I am very proud of all their achievements and this gives me a lot of satisfaction and motivation!"

Enthused **Abel Lee**, Top Executive Life Planner, "Without a doubt, I owe my success to the training I received from Great Eastern, on the company as well as at the agency level. I have benefited from the comprehensive training curriculum offered by its Centre for Excellence, as well as the mentorship programme run by my agency leaders. I have a constant hunger to do well. The drive must come from within,

but I cannot do it alone without the support and encouragement from my team mates."

The Great Eastern Centre for Excellence (CfE) is a full-fledged academy which provides the highest standard of training for life planners. Established in 2001, CfE offers a complete suite of programmes for life planners to sharpen their competency and equip them to provide sound financial advice.

Different strokes for different folks. **Remus Lim**, Top Associate Manager, attributes his success to 'hardware'. "The company's many database marketing and promotion campaigns help us reach customers with suitable products. The customer's protection gap is filled and I get to close a deal!"

Recognition and incentives

Agreeing, **Philip Loh**, Top Senior Executive Life Planner, shared,

"Great Eastern's broad-based product range helps meet the diverse needs of my customers. The company also has an attractive recognition system that constantly spurs my team members and me to excel." Great Eastern has one of the best incentive programmes in the industry. Top achievers can look forward to annual conventions held at exotic destinations such as Prague, Madrid and Athens.

"Great Eastern has a great recognition system," affirmed **Lucy Ho**, proud recipient of the Top Manager Award, "It has groomed me in so many ways. In addition to personal satisfaction and financial rewards, I have built up a portfolio of customers, many of whom have become good friends. I am continually learning and growing as a person, and this is all very exciting."

At Great Eastern, great opportunities for growth abound!



With a career
as a Great Eastern life planner,
you're always covered.