



LIM WEE JIN

UNIT MANAGER

GREAT EASTERN LIFE MALAYSIA

PROFILE

Graduated from UTM with chemical engineering background. Joined this insurance industry and contracted as part-time in 1997 which was in his third year of study in UTM. Even though Wee Jin was still a student when contracted, but he still continues because of the future growth potential of this industry. After completing his studies, Wee Jin continued his career as insurance agent and contracted as full-timer in 2000 till now with more than 20 years of experience. Other than that, Wee Jin being awarded KING SCOUT which is the highest award in scouting with the certificate signed by Yang di-Pertuan Agong and nine Sultans.



WHY JOINED?

- Able to earn money and at the same time, having flexible time. Not only working time but also have plenty of time spare for family, exercise and etc.
- Looking into the Industry value, agents are not only doing sales but at the same time helping people to get enough protection so that there are sufficient money to cover necessary medical cost for clients if being admitted.



GOALS

- To help more and more people for their planning.
- To earn more money and more time for family.
- Work less than 6 hours daily.
- Repeat sales from clients which mean trust is there.



HANDLING OBJECTIONS

OBJECTION 1 : NO MONEY

This objection might due to the client's priority is not on insurance. Eg, they can spent on Starbucks everyday because of the different value. Then, it is our responsibility to change their believe and value towards insurance as they might not aware on the importance of insurance. We are not asking them not to go Starbucks but just spend lesser and have protection. Ask them question and listen to their opinion instead of keep saying what we think. Through asking questions, we able to know what are their priority.

OBJECTION 2 : INSURANCE IS A SCAM

Agree with clients first because in every industry, there will be a horse that brings trouble to its herd. When clients say insurance is scam, they might not be the one that experience it and just listen from someone else. If really a scam, then we can go make police report and go to court.

INTERVIEWER : TAN YEE LING
陈依玲

DATE : 11 DECEMBER 2021

TIME : 5.00PM - 7.00PM

