

@UrService

@ Ur Service is a quarterly newsletter of the Malayan Group of Insurance VOL. 2, ISSUE 1.
Companies for its intermediaries and business partners

THE MALAYAN TOP STORY

MALAYAN ACCEPTS PAYMENTS THRU MAJOR CREDIT CARDS



Options include straight charging or deferred payment

Putting comfort and convenience at its premium, Malayan Insurance Co., Inc., the leading non-life insurance company in the Philippines, is accepting premium payments through VISA, Mastercard and Bankard. Hence, our valued clients and intermediaries can now have the option to pay insurance premiums through credit card.

Credit card payment can be made through the following schemes such as straight charging or by deferred payment scheme. For straight charging, one can choose to pay the whole amount all at once. On the other hand, the deferred payment scheme gives one the privilege to pay the premium on installment basis. For Bankard cardholders, they must have the Bankard One Card and no other Bankard credit card can be used to avail of the deferred payment scheme.

When the payor opts to pay the premium through credit card, he is required to properly fill-out the lower portion of the Premium Billing or Application/Declaration Form in the product brochures (e.g. Home Protect) whichever is applicable and is required to give pertinent informations such as type of credit card, bank name, credit card number, expiry date, number of installments (if any), cardholder's name and his signature.

The amount of insurance premium shall be the total gross premium plus charges. For deferred payment, the client or partner shall shoulder the add-on interest charged by the credit card company (except merchant fee). The applied interest rate shall be based on the credit card company's latest interest rate. Likewise, the company requires the cardholder/client to personally present his credit card to the cashier in Malayan's Head Office or the Makati Branch when paying in deferred.

For our intermediaries, payment that is net of commission will not be processed via credit card. Agents are required to pay in gross and the company shall issue commission check payable to the agent for all approved transactions. Malayan Insurance shall not accept payment via credit card at net of commission.

For credit card payment through an offsite acceptance by the branch manager, account executive, collector, clients or intermediaries, the payor is required to fill-up and submit duly accomplished and signed Premium Billing or Application Declaration Form. This will serve as an authorization for Malayan to credit the premium payment.

For more information, you may call Malayan's Cash Department at 242-8888 loc. 209.



March, 2003

What's Inside

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We are giving you some basic advice on how to close deals the effective and professional way.

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The Strategic Business Unit II is now open to serve you to give you faster and better one-stop processing convenience.

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All you need to know on having your own e-mail account through our website at www.malayan.com.



The Hataw Pa Winners!

List of Winners..... p.4
Includes Metro Manila, LRO I, LRO II, VMRO raffle winners with their corresponding prizes.

Sales Tips and Techniques



Today there are more types of sales styles and techniques than you can shake a stick at. So how do you know what works and what doesn't? It really boils down to what works for you and what works for your product. Think about your target market and their perceptions about your product type. Do they know they need it and simply have to choose from the various brands on the market? Or, do they have no idea how much the product would help them be more productive? Do they even know about your product? Will the sales call be an education for them - or you?

Think through these things before determining what methods might work for your product or service. It goes without saying that a sales method that works for office supplies won't work for management consulting services. Although they are both targeting a similar market, the knowledge and understanding of your prospects will be much different. They have to be educated about how much they can benefit from consulting services, whereas, they already know they have to have binders to put their reports in, or paper for their copiers.

So, even though there are many sales methods, the choices are narrowed as you think about your market and what their needs are, as well as what their expectations may be.

With that said, let's just go over some things that are beneficial in almost any market. These tips are basic guidelines that most any sales person can benefit from.

Listen to the emotional side of your prospect or client:

Emotions are tied into almost everything we do even if we don't realize it. Your client may mention off-hand that they

are really stressed-out about a particular project they are working on (even if it doesn't relate to what you're selling them). Make a note of this and see if there is anything you can do to assist them. You may have another client who had a similar dilemma and found a good solution. Make those connections and help where ever you can. You'll be rewarded with loyalty from all of your clients.

Focus on your prospect or client's needs:

We've talked about it before, but it's worth mentioning again. You may be tempted to sell your client your top-of-the-line model gadget when they really only need the mid-line model. By selling them more than they need, you may be cutting off future relations with them. Once they realize (and they will eventually) that they don't need most of what you sold them, they'll feel bitter and resentful toward you for wasting their money and not looking out for their best interest. They'll see you as a "salesperson" and not as a resource.

Use language that focuses on your prospect or client:

Simply changing the way you speak may also make a difference in how you are received by your prospect. Using "you" and "yours," or "you'll find..." rather than "I think" or "Let me tell you about," brings your message a little closer to home and may grab their attention more quickly.

Help your prospect see the bottom line:

If you know your product can help clients save money, or increase profitability, then make sure they understand that. Your product may have an edge in that it includes features that save time. Time is money as the saying goes, and if you can save time you can often sell your product.

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SBU II Open to Serve You Even Better

The Strategic Business Unit II, or SBU II is now open to serve clients, specifically the Chinese market. SBU II is also tasked to handle all existing accounts of First Nationwide Assurance Corporation (FNAC) in all product lines such as fire, motorcar, PA insurance to name a few. Situated at the 10th floor of Malayan Y-Tower in Binondo, SBU II is being manned by Mr. Francisco Mondelo, Mr. Gonzalo Santos, Mr. John Gaor and Mr. Lorenzo Gonzales.



Since its inception last January of 2003, SBU II can now serve you better and faster by giving you one-stop processing convenience and by attending to your processing procedures from the application stage up to the final process when you receive your policy.

For more information, you may call the Strategic Business Unit II at 242-8888 loc. 303.

You Can Have Your Own E-mail Account

We at Malayan want you, our valued intermediary to know how much we value you. We've come up with a series of services that will cater to your needs. By visiting our website at www.malayan.com and clicking e-mail from the e-Agents link, you can access your own e-mail account.

All agents can avail of this free e-mail address from Malayan. You can have unlimited access to this facility from your home, office or even on the road. You can have this e-mail address printed in your calling cards and give them out to your clients. You can even customize your e-mail address, e.g.; juandelacruz@agents.malayan.com or abcinsuranceagency@agents.malayan.com. All you have to do is apply for a log-in name at malayan@malayan.com or simply inform our Marketing Department.

Aside from this service, the website also allows the agent to download our product briefs and brochure, the @ *Ur Service Newsletter*, or post an inquiry to Malayan Insurance.

For further information and details, please call the Marketing Department at 242-8888 loc. 409.



SALES...

Find out your prospect's priorities:

You can save yourself a lot of wasted time and effort by simply knowing how important your product and its benefits are to your prospect. If you've listened to them and determined the need, but still aren't getting anywhere, find out if there are other elements of their business that are taking priority and pushing your sale aside. If you know they have to implement a program before they can spend time considering (or funds purchasing) your product then you can schedule a call back at a later date that may stand a better chance of getting some attention. To do this you have to ask the questions because the information is not always volunteered. (Again, the key is focusing on the needs of your prospect, and having an open relationship already in place.)

Know your prospect:

Find out as much as you possibly can about your prospect before your appointment. This will not only help you anticipate their needs ahead of time, but will also show them you've done your homework and have an interest in their business other than just selling your product. When talking with them, let them do most of the talking. People usually love talking about their businesses and its successes. For example, you might bring up the fact that you saw they won an award at a regional meeting then let them proceed to fill you in on the details. You might also compliment them on the efficiency of their production system or the quality of their products. This will also open the door to more conversation and the opportunity to learn more about their needs and how your product will fit those needs.

Focus on why they should buy - not their objections:

The idea here is that while you are building up the benefits associated with using your product, they will be minimizing their resistance to it. By focusing on what you know the prospect likes, you are building up the importance of the positive and reducing the importance of the negatives.

Sell the benefits - not the product:

You've heard this one before, but it is worth repeating. In most cases, you're not selling your product, you're selling the benefits the product will produce. In other words, you're not selling digital phones, you're selling the ability to communicate from anywhere. You are selling freedom to leave the confines of the office and still be accessible. You're selling the ability to have a more flexible work schedule. You're selling peace of mind for long trips. You're selling security. Get to the emotional or financial benefits and you're on to something!

To Be Continued on the Next Issue.



THE M FILES

A Salute to the Graduates

Graduation is one of the significant events in a student's life because it is a time when he finally reaches the culmination of his academic journey. As the school year draws to a close, Malayan Insurance, the leading non-life insurance in the country, offers protection to year 2003, and at the same time extends the graduating students with warmest greetings and congratulations through the **Malayan Personal Accident Graduation Card**. This is the perfect opportunity to show our graduates the value of education plus the guaranteed peace of mind.

For the same price as a commercially-available card, the **Malayan Personal Accident Graduation Card** incorporates a Personal Accident Insurance Cover of Php 10,000.00 which costs an affordable P30.00.

For volume purchases of two thousand five hundred pieces

and above, we can even customize the cards for you to give the graduates your greeting with your personal touch. This may include photos and your personalized message to the graduates.



This unique gift is an inexpensive way of sending your warmest greetings to the youth as they face another chapter of their lives.

Should you have any queries regarding this product, please call Mr. Mark C. Co at telephone numbers 245-7491 and 242-8888 local 409 or 415 for more information.



HATAW News

Congratulations to the HATAW PA WINNERS!

Metro Manila Winners

Pan-Malayan & Mgmt. & Investment - Intel Computer P4 with Epson Printer

Associated Sugar, Inc. - Panasonic TC 21SF3 w/ DVD Player

1911 Insurance Agency Corp. - Whirlpool WBM 35-12FW

Alex D. Lawan - Nokia 6510

Ofelia M. Cruz - Panasonic TC 21SF3

Genaro S. Tomimbang - Nokia 8250

Moldex Insurance Agency, Inc. - Nokia 5210

Ma. Araceli P. Antonio - Nokia 6510

LRO I Winners

Lorencio A. Serrano Jr. - Panasonic TC 21SF3 Surround Stereo

Bernabe Sabado - Nokia 8250

Jaime B. Dy Quiangco - National NR A-6020 6 cu. ft. Semi Auto

Melencio M. Esteban - Nokia 3350

Educators Ins. Agency, Inc. - Nokia 3350

LRO 2 Winners

Honesto A. Gapayao - Panasonic TC 21SF3 Surround Stereo

Leticia M. Loveres - National NR A-6020 6 cu. ft. Semi-Auto

Melchor Y. Clacio - Philips VCD 100

Eden B. Bitanga - Nokia 3350

VMRO Winners

Rosmarie C. Espanol - Panasonic TC 21SF3 w/ Philips VCD

Marina Dayanan - Nokia 8890

Joan Fong - Panasonic SC AK 177

Jocelyn Marino - Nokia 8310

Peter Lim Lo Suy - Nokia 3350

Rommel Granja - Nokia 3350



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