

@UrService

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

THE MALAYAN TOP STORY

Agents' Recognition Night

A tribute to our business partners' amazing 2002 run!

"Hala Bira"! This was the battlecry of Malayan Insurance's annual Agents' Recognition Night held at the Carlos P. Romulo Auditorium right at the heart of Makati City last March 24, 2003. The Agents' Recognition Night, was graced by Malayan Chairman Adelita A. Vergel de Dios, President Yvonne S. Yuchengco and Executive Vice President William Y. Cua to pay tribute to the loyalty of our business partners and also mark their noteworthy achievements in 2002.

All Malayan business partners, even from as far as General Santos City in Mindanao, came in droves to celebrate a night filled with fun and excitement. Cocktails and a wide variety of food were served at the lobby area right before the start of the program.

The program started with an opening prayer led by Malayan top agent Ms. Ameer Berlin. This was followed by a short film showing of Malayan's latest corporate audio-visual presentation focusing on Malayan's history, 73 years of insurance service, exemplifying its core values of professionalism, results-orientedness, loyalty and service excellence.

Ms. Yvonne S. Yuchengco gave a keynote address to the audience, in which she thanked the intermediaries for their loyalty and support making Malayan Insurance the preferred non-life insurance company in the Philippines today.

Hosts Mr. Joel P. Arguelles, head of the marketing department, and Mr. Jonathan D. Batangan, head of agency management, were onstage to emcee the whole affair. Awards were given away that night for Loyalty, Rookies of the Year, Most Improved Agents categories and also for the 2002 Hataw Pa Trailblazers II Incentive Program. The new Malayan's Hala B. I. R. A. or Bring in Retainable Accounts was launched that evening which was introduced by Atty. Pearl L. Sanchez, head of sales and marketing. The Hala B. I. R. A. is designed to encourage our intermediaries in a friendly competition in terms of production of highly retainable accounts.



Ms. Nanette Inventor performs in front of the crowd

After the awarding ceremonies, entertainer and comedienne Nanette Inventor gave everyone an hour and a half of hilarious evening with her stand-up comedy and singing prowess. Her performance capped an evening of fun and excitement for our valued partners.

A raffle of prizes ended the whole program in which everyone had a truly one-of-a-kind experience.



Mr. Alex Uy of Alchester Insurance is being presented an award by Chairman Adelita Vergel de Dios and President Yvonne Yuchengco



June, 2003

What's Inside

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Continuation from our previous issue on how to close deals the effective and professional way.

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One of the eight variants of Business Protect for restaurant establishments and owners.

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Wrap your dream house, your biggest single asset, with the best insurance program.



The New Hala B.I.R.A. in 2003!

Promo Mechanics..... p.4
Malayan's newest sales drive wherein you avail of exciting prizes to date.

Last of Two Parts....

Never rush the sale or the customer:

Remember the section about building a relationship with your customers? This is a very important step. It can help give the prospect the right perception of you and your company. Rushing them instead of letting them come to their own decision to buy can create hostilities that can't be overturned. It can make the difference between getting the sale and creating a loyal customer, and having to start over with another prospect. In the competitive climate of many markets, you definitely don't want to risk losing a qualified prospect who you know needs your product.

Know your products, as well as the market - be a RESOURCE:

In order to be seen as a valuable resource for your clients, you have to demonstrate that you not only know and understand your products and the market, but can assist them in making good decisions and provide them with tools to improve their business. If you don't have these skills and knowledge, get them. You'll be rewarded over and over by loyal clients who trust your opinions and advice, and buy from you frequently.

Follow through with promises:

If you do nothing else, do this. Always follow through with what you say you are going to do. If you say you'll send a quote by Friday - DO IT! If you say you'll check with someone else in your company about an issue that's come up - DO IT! Don't forget. Use the technology available to you (even if it's a sticky note on your dash board!) and make sure you follow through with your promises. There is no surer way to lose the faith of a prospect (or existing client) than to forget to do something you tell them you will do. If something comes up that forces you to have to delay, call them and give them a heads up. They may have a meeting arranged to present

the information you're supplying them with, and if they don't have it you'll both look bad.

Focus on your client's success:

Not to beat a dead horse, but there is tremendous value in being a resource for your client. If you can help them to succeed then they are more likely to help you succeed. Be a coach for your clients (at least in your areas of expertise). You have the unique perspective of seeing how many different businesses operate. Gather this knowledge and share it with your clients or prospects. Make sure they understand that you want to see them succeed, not just sell your products.

Use explanations rather than excuses:

If you do have to explain to a customer why there is a problem with their order, their repair, their service, etc. Explain why the problem is there in the first place, rather than using an excuse. For example, if you provide health care services and you're having difficulty meeting the scheduling needs of the customer, you might explain it like this, "With this being a particularly bad allergy season we have had more emergency calls due to asthma (or whatever the case may be) and these patients can't wait for a scheduled appointment. Our staff is behind schedule, but we are addressing the problem now by bringing in temporary help for these critical need times. So we should be able to schedule your service on 'x' date." Understanding the problem may help alleviate some of their frustration. Verbalizing the cause may also keep you more aware of the potential problems so you can be more prepared the next time around.

So, there you have some sales tips to keep in mind when you're out there pounding the pavement. Stop, Look, and Listen. It's good advice on the street, and it's good advice in sales.

Get to Know Kore about our Business Protect Variants.



With robberies, burglaries, and problems happening in restaurant establishments nowadays, a lot of these uncertainties, which cause major business interruptions, haunt many of our restaurant owners. Malayan Insurance Co., Inc., the leading non-life insurance company in the Philippines, would like you to know more about RESTO, one of Business Protect's eight variants, to assist you in giving your prospective clients some basic information about the product.

Resto is specifically designed to insure the risks of restaurant establishments here in the Philippines. Whether your commercial establishment serves food or beverages, Resto will guarantee you protection and assurance from robbers, burglars, infidel employees and will even protect your customer's vehicle who availed of your valet parking services. Also it will provide the restaurant owners with medical payments to cover your hospital bills.

Resto's coverages include Property Insurance, Comprehensive General Liability, Money, Securities and

Payroll, Electronic Equipment Insurance, Personal Accident, and option to include Fidelity Guarantee and Business Interruption Insurance. Resto also includes specific coverages such as Deliterious Matter in Food and Drinks, Valet Parking Liability and Premises Medical Payment. With its vast array of business specific extensions, Business Protect Resto guarantees business owners and restaurateurs peace of mind. For more information, please call Marketing Department at (02) 242-8888 local 415.

Insuring Your Dream House

by **Honesto C. General**

You have finally bought your dream house. It has taken you a while to scrape up the down payment, but you finally have done it. Then you borrowed the balance from the bank. Your name is inscribed on the title with a big, fat mortgage announced on it. You have moved in your family. In due time, you hope to replace your old furniture from your rented apartment with brand new stuff.

Your dream house is your biggest single asset, right? So, you should wrap it up with the best insurance program available.

Most banks will arrange the insurance needed under the loan agreement. Nevertheless, you should carefully study whatever the bank requires you. After all, it is your house, even if it is heavily mortgaged to the bank, and the payment for the premium will come out of your pocket.

It used to be that the only insurance available on a residential building and its contents were simply insured with a fire policy. Not anymore. Over the past several years, the insurance industry has come up with various plans to fit almost every case.

You should insure the house for its replacement value, even if the bank allows you to insure it at its depreciated value. If the house is brand new, you should insure it for the full purchase price. If the house is second-hand, you should hire a professional appraiser to compute the value. On renewal every year, you should compute again the replacement value and adjust your policy.

The bank will require insurance against fire (which actually means fire and/or lightning).

But if your house is vulnerable to flooding, you should seriously consider insuring against typhoon and flood.

Other perils available are: earthquake, fire and shock, explosion, vehicle impact, falling aircraft and riot, strike, malicious damage and vandalism.

If your household contents are in good condition, you may be able to insure them also at replacement valued basis against the same perils as those on the building. Major items, such as TV and stereo, can be insured against theft and burglary.

Then, you should get a life insurance policy for yourself. You don't want to burden your widow and children with the amortization in case something happens to you. There are term for life insurance policies specially designed to cover your amortization. A mortgage redemption policy is so cheap it is almost a mortal sin not to have it. By the way, some banks do require this policy. But, if your bank does not, buy it anyway.

Best of all, please call your insurance broker or agent to help draw up a program for you within your budget. If you don't have one, you must have a friend who can recommend a good insurance broker or agent.

Taken from the Philippine Daily Inquirer, April 21, 2003



Congratulations to the Agents' Recognition Night Major Awardees

MOST IMPROVED AGENTS

Rolando A. Aquino
Alberto Lapid
Aurora Cagas
Financial Brokers Insurance Agency
Rustans Investment & Management Corp.
Alchester Insurance Agency, Inc.
Pan Malayan Management
Nineteen Eleven Insurance Agency
Mercury Group Insurance Agency

ROOKIE OF THE YEAR

Nardel Austria
Mercury Group Insurance Agency
Bonifacio Jeremillo

MOST LOYAL AGENTS

Jose Mendoza
P.L. Lim, Inc.
Huang Cen Mou
Investment Managers, Inc.
Manila Overseas Commercial, Inc.
Carmelita del Rosario
Richard Y. Chiongbian
Virgilio Sanchez
State Investment Trust, Inc.
Alberto Roa
Prima Mercantile, Inc.
Bessie Yu Tan
Rustan Investment and Management Corp.
Pan Malayan Management and Investment Corp.
Benedicto Co



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For comments and suggestions, you may call (02) 242-8888 loc. 423 or write to us at Malayan Insurance, Corporate Communication Department, Rm. 305 E. T. Yuchengco Bldg., 484 Quintin Paredes St. Binondo, Manila 1006



THE M FILES

● *Basic Non Life Schedules*

Sharpener your skills and product knowledge! Malayan's Organization Effectiveness Department will be holding three runs of the Basic Non-Life Insurance Seminar on the second half of 2003. For more information, please call OE Department at 242-8888 loc. 289 and look for Mr. Ian Aguilar.



Date	Venue
August 19-22	3/F Yuchengco Tower 2, Gallardo cor Leviste Sts., Salcedo Village, Makati City
October 6-15	10/F Yuchengco Tower, Q. Paredes St., Binondo, Manila
November 18-21	3/F Yuchengco Tower 2, Gallardo cor. Leviste Sts., Salcedo Village, Makati City

The Promo Mechanics



The *Unang B.I.R.A.* (Bring In Retainable Accounts) *sa 2003* is the newest program of Malayan Insurance, the leading insurance company in the Philippines, for its valued intermediaries. The program is open to all licensed agents of Malayan Insurance. *Malayan's Hala B.I.R.A sa 2003* program is composed of two (2) sub-programs which happens every quarter, namely *B.I.R.A sa 2003 Sales Drive* and *Unang B.I.R.A sa 2003 Raffle*.

For the *B.I.R.A. Sales Drive*, our valued partners will engage in a friendly competition in terms of production of highly retainable accounts. A hurdle is pegged at a certain amount wherein agents battle it out by surpassing the qualifying hurdle for that quarter. The *Unang B.I.R.A. sa 2003 Raffle*, on the other hand, will entitle the agent to one (1)

raffle entry for every Php 100.00 paid production of highly retainable accounts. These raffle entries will be drawn in July.

The highly retainable product lines will include the Miscellaneous Casualty's Comprehensive General Liability (CGL) and Comprehensive Personal Liability (CPL); Motorcar; new products such as Automaster, Business Protect, Home Protect, Golfer's Insurance, Lucky 888, Motorcycle 1, OFW Bantay Pamilya, Pet Insure; Personal Accident lines which will include All-Occasion Cards and Graduation Cards; Residential Fire; and all newly launched products within the duration of the program.

Prizes at stake will include vacation trips, appliance showcase and many, many more. For more information, please call the Marketing Department at 242-8888 loc. 415.

Watch out for the next B.I.R.A., set to come out third quarter of this year!