

Interview with a Diamond Member of QBE Top Agent Club

Mark joined Manulife and obtained his general insurance in 2010. Now, he is the branch manager of a 10-person team and top 10 in 2022 Manulife HK Retirement and a MDRT member in 2023. He was also awarded third place in new business sales in the 2022 QBE Top GI Agent Challenge, and second place in Employee Compensation Insurance new business sales. We invited him to share his experiences in general insurance sales and how general insurance helps him develop more Manulife insurance business.

Keith: What do you think about general insurance?

Mark: Although General insurance has low premiums, but some are compulsory insurance with rigid demands, making it easier to start a conversation with customers. In my customer base, 90% of Manulife insurance business was developed from selling general insurance. Because most of general insurance customer are commercial customers. I will cross sell other Manulife products to these customers to increase sales. So, general insurance is a good bridge to open door with customers.

Keith: With many general insurance products available, how do you formulate your sales strategy?

Mark: I usually plan to sell different types of products each month. For example, in months with more holidays, I will focus on promoting travel insurance. In other months, I will arrange for home insurance, car insurance, or employee compensation insurance, etc. With an average of over 10,000 premiums per month, we can become a Diamond Member of QBE Top Agent Club and receive more resources and support. Because general insurance renews every year, it can still bring in a considerable and constant income.

Keith: From your previous answer, it sounds like selling general insurance is not a difficult thing to do?

Mark: To achieve this result, it requires efforts, professional knowledge, and the support of the supplier (QBE). It is important to constantly improve the knowledge of general insurance, including product coverage, claim procedures, and service follow-up. Especially when faced with competition during the sales process, customers will not only focus on price. Customers will choose an agent with professional knowledge, that can really help the customer if there is claim occur. Every time I submit a claim for a customer, I will send an email to the customer to inform them of the progress, and the customer will feel relieved.

Keith: You mentioned earlier that supplier support is also important, can you share more specifically?

Mark: QBE understands that Manulife agents have many individual clients and supports agents through the Qnect system. For example, every month, agents will receive a renewal reminder email, listing all policies that will expire in the next two months. Agents can log in to the Qnect system and directly send renewal notice to the customer. Customers can confirm and pay directly in the email received. If the policy has not been renewed within 10 days of the expiration date, Qnect will send another reminder email, reminding the agent and customer to follow up. This is something that other insurance companies may not be able to do.

Keith: Are you satisfied with the other services provided by the supplier?

Mark: QBE has been constantly improving the system over the past two years, making it simpler and more user-friendly, and has opened many supporting services, such as Ask QBE live chat, WhatsApp online chat, and support from relationship managers. I think it's not just about relying on

relationship managers, it's more important to take advantage of the development of electronic era to make yourself more professional. Nowadays, many products (most of the personal insurance products, renovation insurance, and SME commercial insurance) can be quoted and issued in real-time on Qnect. Agents can change information and issue endorsements on Qnect existing policies. I think that if agents can learn and do more efficiently, they can win over other competing peers without relying on other channels. So don't be afraid and don't be lazy to learn, to do well you need to improve yourself. If customers see that you are knowledgeable about product coverage, have a fast and accurate claim and follow-up services, you can establish a professional image as a professional advisor. If the premium is not too different, customers will choose you.

Keith: What is your next direction in general insurance sales?

Mark: Learning more general insurance knowledge makes one more professional than others. Looking at the long term, the Greater Bay Area and Hong Kong integration may bring more opportunities for corporate customers. Seize the opportunity, cross-sell later, and accelerate the development of other insurance sales at Manulife.