

## Entre-Planner & Entre-Planner Associate Scheme

>> By Michelle Fong, Agency Distribution

The Entre-Planner and Entre-Planner Associate Scheme was launched in 2004 to recognition the top Producers in our agency force. The requirements for the scheme are stringent and achieving them would place the producers in the top 1% of Great Eastern's agency force and also around the world.

		Total First Year Comm.	RP Comm.	Min. Life PR
New Qualifiers	EPA	\$ 124,000	\$ 50,000	85%
(Qualifying Requirements)	EP	\$ 186,000	\$ 50,000	85%

In 2009, we are pleased to recognise six Entre-Planners (EP) and 16 Entre-Planner Associates (EPA) under this scheme. Our heartiest congratulations to all of them!

As a result of the continuous review of the EP scheme, and based on regular feedback and interaction with the EPs and EPAs, we have enhanced the benefits of the EP scheme.

EPs and EPAs enjoy the following benefits: monthly allowance; Top Achievers' recognition and dedicated use office space. New benefits added this year include flexible training reimbursement in lieu of MDRT allowance and an exclusive NBU contact.

### Interview with Philip Loh (Entre-Planner)



Philip Loh is among our top producers for 2009. He has consistently been a top performer through the years. We caught up with him for a little chat.

#### What factors have contributed to your consistent performance in both good and tough times?

*My team that works together with me has contributed largely to my good performance. Great Eastern Life provided a top-notch environment and support for me to excel in my work. CAD has also been especially accommodating and sympathetic to the challenges I face and is very supportive of my many efforts to do better.*

#### What unique selling proposition do you bring to your high net worth clients?

*I believe that what most clients are looking for is trustworthiness, consistency and competence. I do all I can to ensure that we continue to build our position in the minds of our clients.*

#### You are known to eschew awards and incentives. What then drives you?

*What drives me is the desire to do the best job possible - for my family, the people I serve, for my Creator and also myself.*

#### What has given you the most satisfaction amidst all your success?

*The simple pleasure of knowing that a job is done well and the smiles on my clients' faces when they know that their financial affairs are well taken care of.*

We wish Philip all the best in the coming year! <<