



Life Pre-Planning

With 富貴NIRVANA



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Time : 8pm



Contents

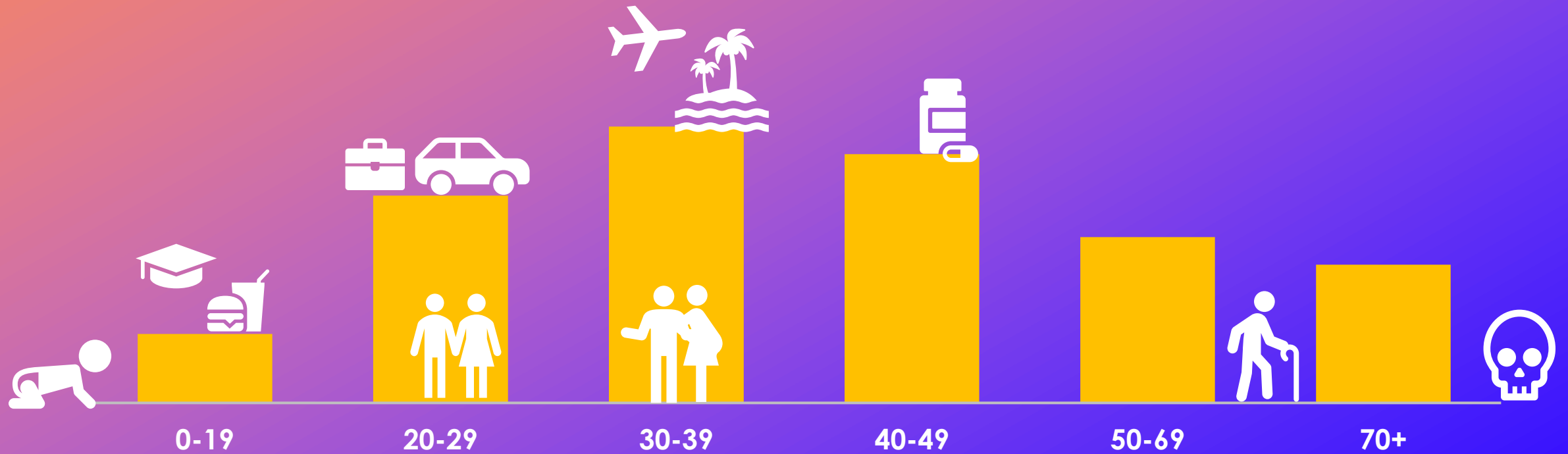
- 1 Lifetime Milestone & Factors of Change
- 2 Our Role as LMD
- 3 Guide for LMD: What & Why Pre-Plan?
- 4 Guide for LMD: How to Pre-plan? Understanding Financial Planning
- 5 Guide for LMD: How to talk to different prospect?

Life pre-planning?

Lifetime



Milestones



Factors of Change

Financial Literacy

Career

Emergency

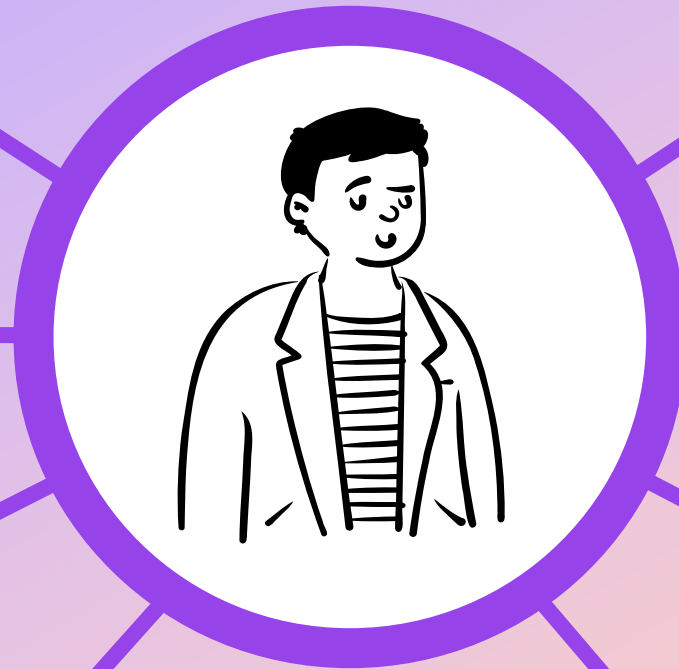
Gender & Age

Family

Culture &
Background

Cost of Living & Wage

Communal Support



Factors of Change

Financial Literacy

Increasing - more investment & financial planning

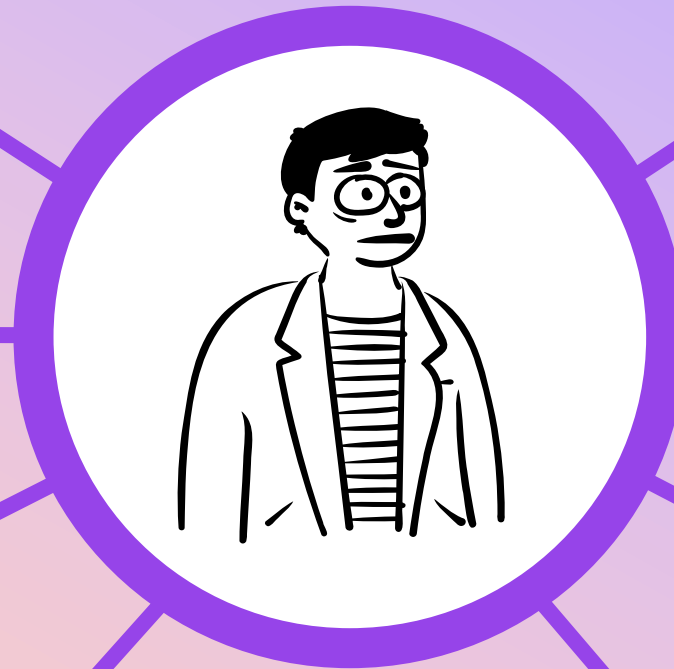
Emergency

Family

Late marriage & little/no kids
Aging elderly

Cost of Living & Wage

High cost, low wage
Need to prioritize urgent expenses



Career

Gender & Age

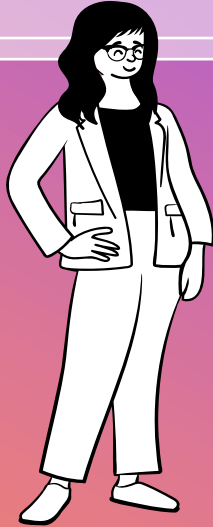
Different priorities at different age group, culture, niche, background

Culture & Background

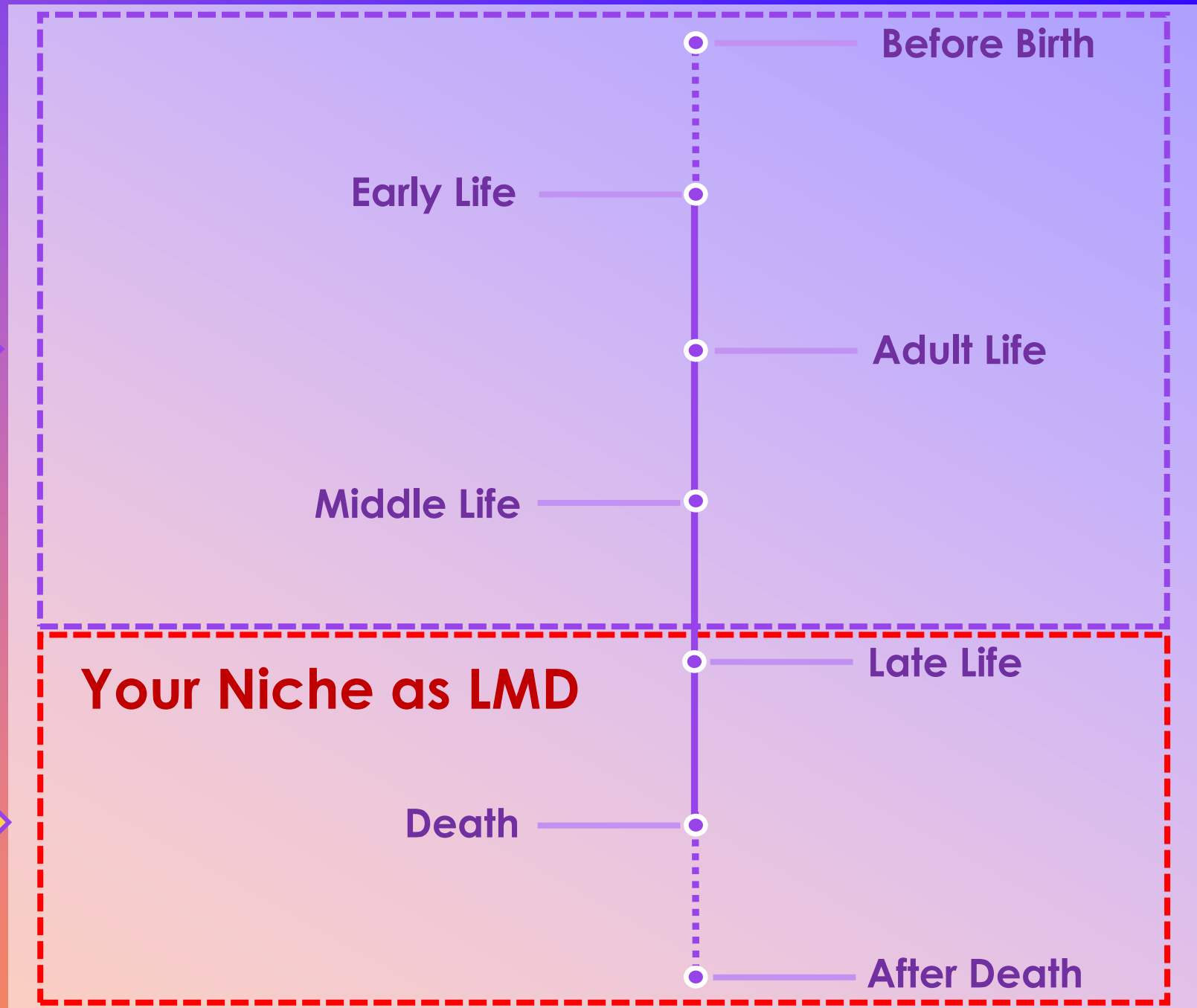
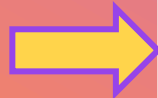
Communal Support

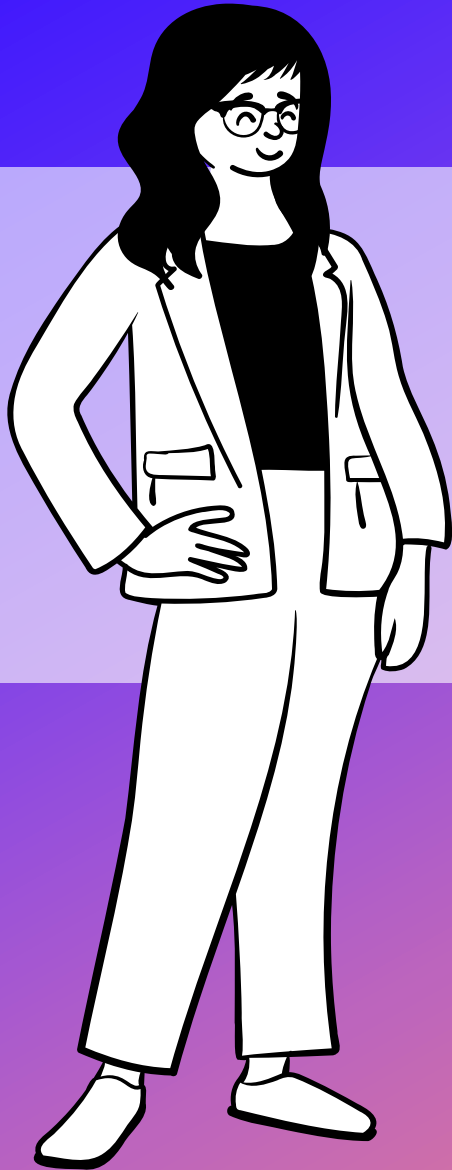
Less communal support compared to olden days - expenses are more of individual responsibility

Have we met
them here?



In order to meet
us here





What is my role as an agent?

- Professional Life Managing Director
- Identify gaps in customer's life plan
- Educate & provide solutions right for customer's need
- Provide services, advice and assistance in line with your field expertise (AKA funeral industry)

In simple words, customer look to you as the expert for life pre-planning and look to you for answers & guidance. Your job is to help them make a plan that FITS their life plan.

What's Pre Planning?



Pre-planning is an act of **advance planning** to forecast future needs. Advantages of early preparation are **reducing financial & resources risk**. Not only it reduces stress, it also helps to achieve long term goals

Why Pre Plan?

Pre planning can **help manage unnecessary stress** from not knowing how to manage finance, time and resources. It's most commonly used for **mitigating inflation, increase investment returns and reduce cost of emergency.**



Why Pre-Plan with Nirvana?



Secured! RM100Mil
RHB ♦
Maintenance Trust Fund

Top Notch
Bereavement Care

Total Peace of Mind

Avoid Family
Discord Over
Ceremony

Family Can Grief in
Peace

100% Your
Preference

Reduce Financial
Burden for Loved Ones

Fight Against
Inflation

I can save money by pre planning?

NV Elegant NLP



Current Price (2022):

RM25,480

Forecast Price (2052):

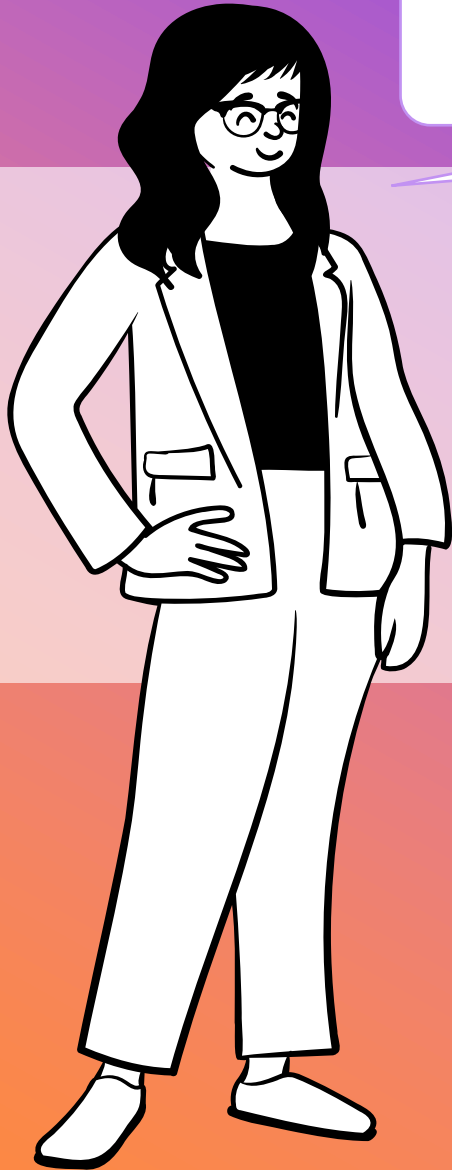
RM176,325

Difference of RM151,845

619%



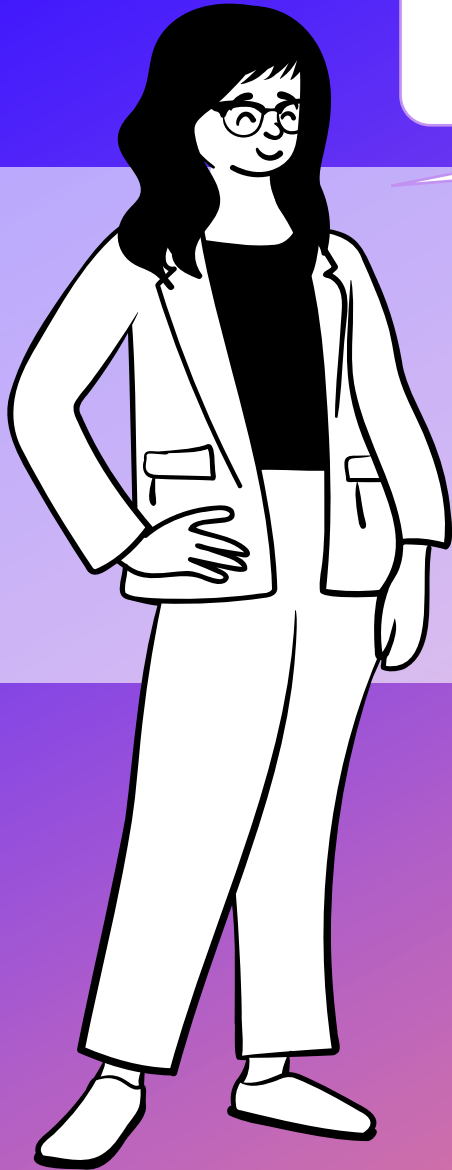
Guide for LMD: How to pre-plan?



You'll need 5 conditions:

1. Knowledge
2. Understand
3. Educate
4. Suggestion
5. Planning

Guide for LMD: How to pre-plan?



You'll need 5 conditions:

1. **Knowledge**
2. Understand
3. Educate
4. Suggestion
5. Planning

1. Knowledge

How well you know your products?

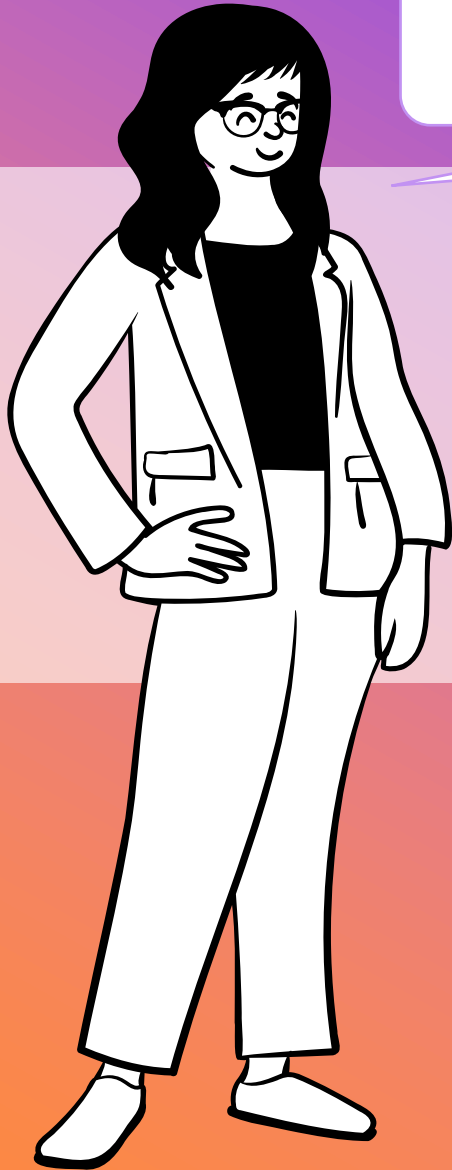
What are the differences in NLP plans?

Burial or cremation? What are the procedures?

How will the wake be held? What does the family need to do?

Understanding A-Z of the process

Guide for LMD: How to pre-plan?



You'll need 5 conditions:

1. Knowledge
- 2. Understand**
3. Educate
4. Suggestion
5. Planning

2. Understand Your Prospect

Age, Gender, Background & Culture, Values

What milestone have they passed? Find relevance

Find out from 1-10, how much they understand about pre plan?

What is their goals vs their budget?

Guide for LMD: How to pre-plan?



You'll need 5 conditions:

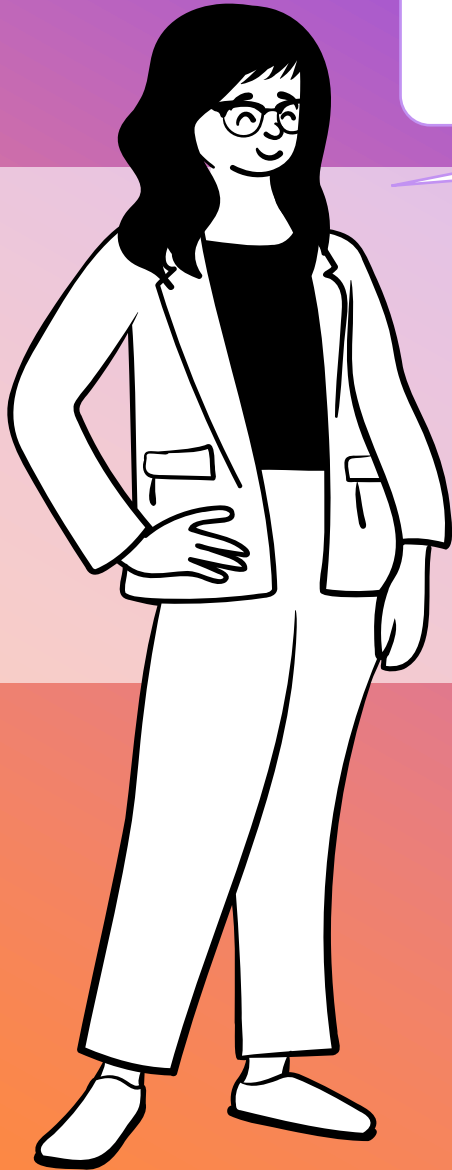
1. Knowledge
2. Understand
- 3. Educate**
4. Suggestion
5. Planning

3. Educate

If your prospect know a lot about pre planning and what they want, you can do less of this. Always find what would be valuable for the customer even if it doesn't mean business.

The what, why and how of pre planning

Guide for LMD: How to pre-plan?



You'll need 5 conditions:

1. Knowledge
2. Understand
3. Educate
4. **Suggestion**
5. Planning

4. **Suggestion**

Gives professional suggestion of what product/plan suits them the best. Prioritize value – try to match their goals to their budget.

Share experiences/ stories relevant to their values can help prospect get clarity on what they want.

Guide for LMD: How to pre-plan?



You'll need 5 conditions:

1. Knowledge
2. Understand
3. Educate
4. Suggestion
5. **Planning**

5. Planning

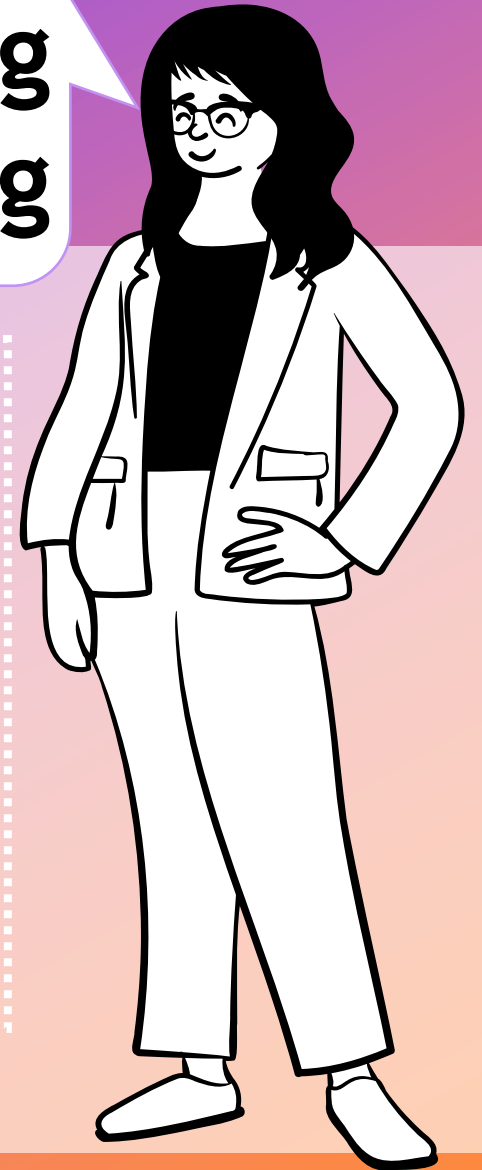
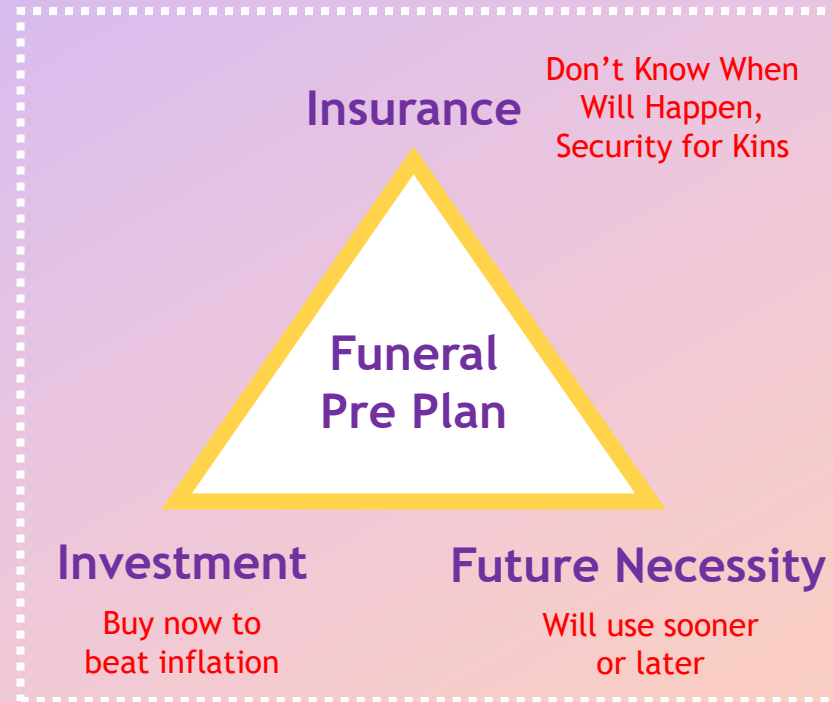
The most important part to close. Provide concrete easy steps so that prospect don't feel overwhelmed with the preparation. Give them step by step, not all at once.

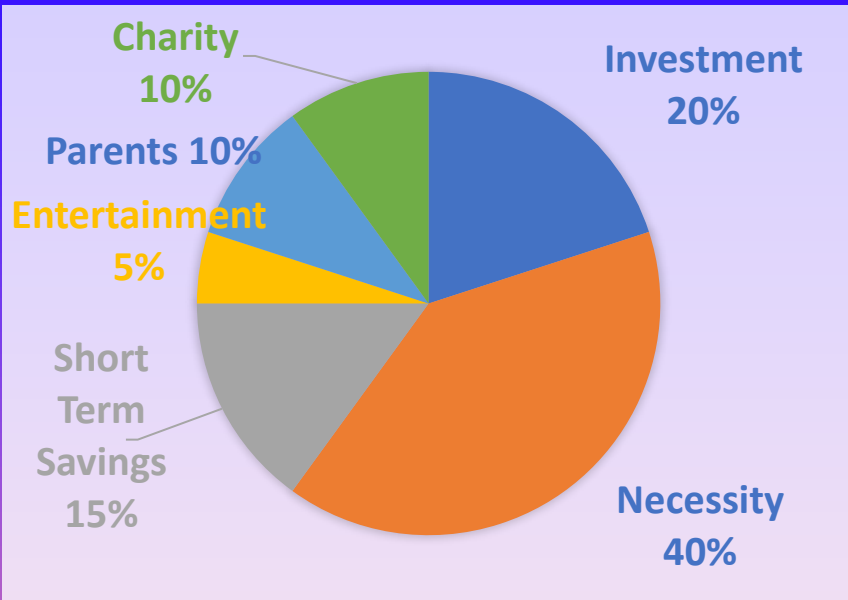
Some customers may feel that they couldn't afford, your role as a LMD is also to provide financial insight & planning.

Financial Planning For Pre Planning

As LMD, we can offer prospect solution by using promotions and instalment plans to help customer finance their plans.

But if we truly believe that funeral pre planning is important, why aren't we including that in our savings?





Typical Savings Method

50/30/20
Essential/Spend/Savings



We all know we need to have savings. But why?

- Retirement
- House
- Car
- Short Term Purchases : eg. Laptop, Tabs
- Vacation & Holidays
- Emergency ✓
- Investment ✓
- Future Needs ✓
- Buffer

Can I afford it?



As a responsible LMD, you need to make sure that they can afford a plan without too much burden

Do they have 6 months buffer?

Do they save monthly?

What are the commitments they have?

Can they allocate 5-10% income for pre-planning?



Prospect has a monthly income of RM6500 & a monthly commitment of RM5000. Means they can save RM1500 per month (23~% of monthly income).

They are interested in purchasing an NV Harmony NLP.

Down Payment : RM4000.00

Monthly Payment : RM 366.11

GHR

Settle payment within 3 years by just allocating 5~6% of income.

Option to save up 5% for 3 years and pay lump sum, however need to save 18% more to account for estimated inflation at 6%/annum

Tips to Approach Different Age Group

Post-Millennials & Gen Z (Age <30)

This group faces high cost of living. More likely to wed late & little to no children. Higher personal responsibility on finances and pre-planning. Focus on education & awareness for elderly at home.

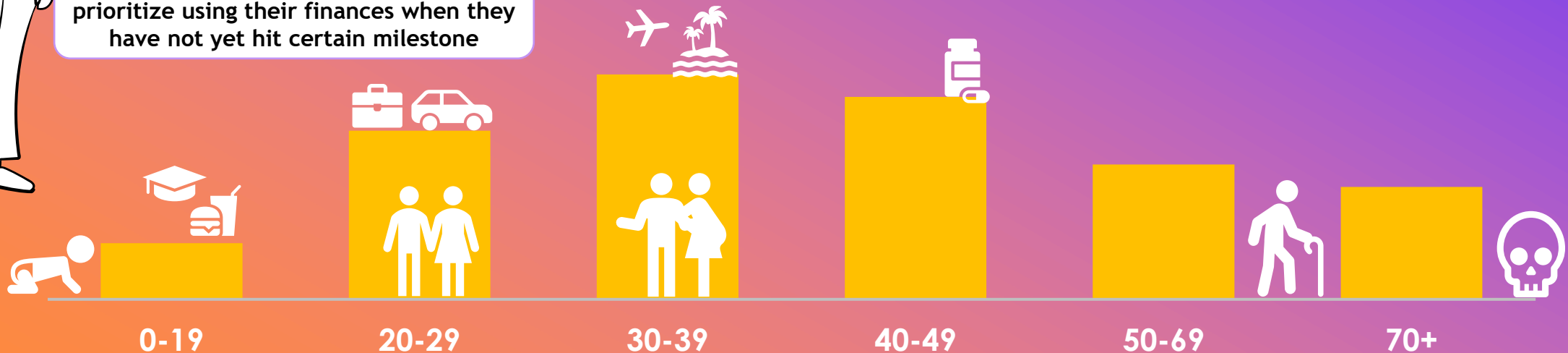
Also bear in mind how one would prioritize using their finances when they have not yet hit certain milestone

Sandwich Generation (Age 30-49)

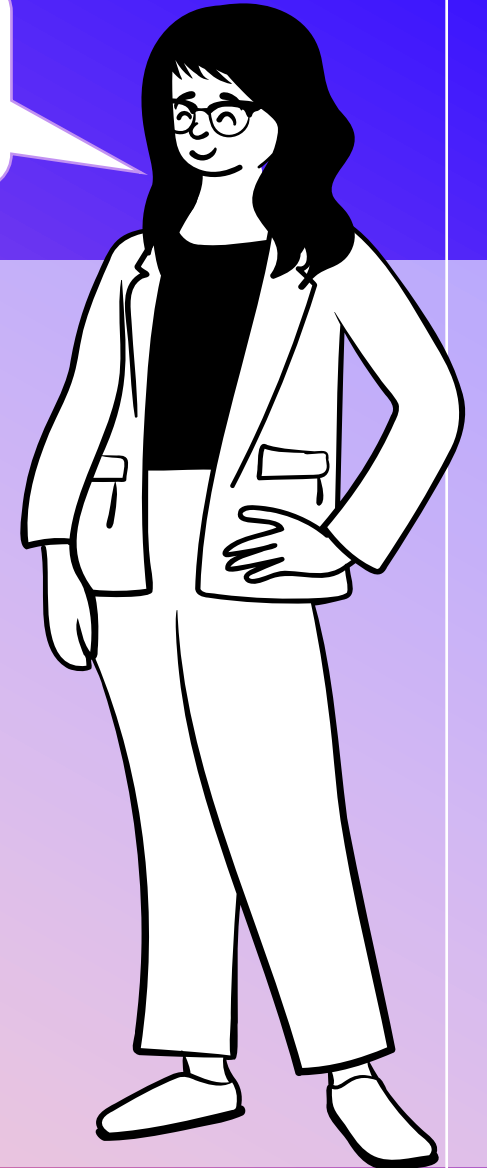
The sandwich generation is responsible for the elderly & their own children. Priority to take care of parents' pre planning needs. May also worry if young children don't know how to handle their own funeral & finances, hence also open minded to their own pre-planning.

Seniors Generation (Age >50)

Went through most milestones in life and the most relevant group to contemplate about pre planning. More traditional and emphasis on rituals. Most concern about the financial and arrangement burden for family. Focus on how Nirvana services helps with their concern.



RECAP



Lifetime Milestone & Factors of Change

Our Role as LMD

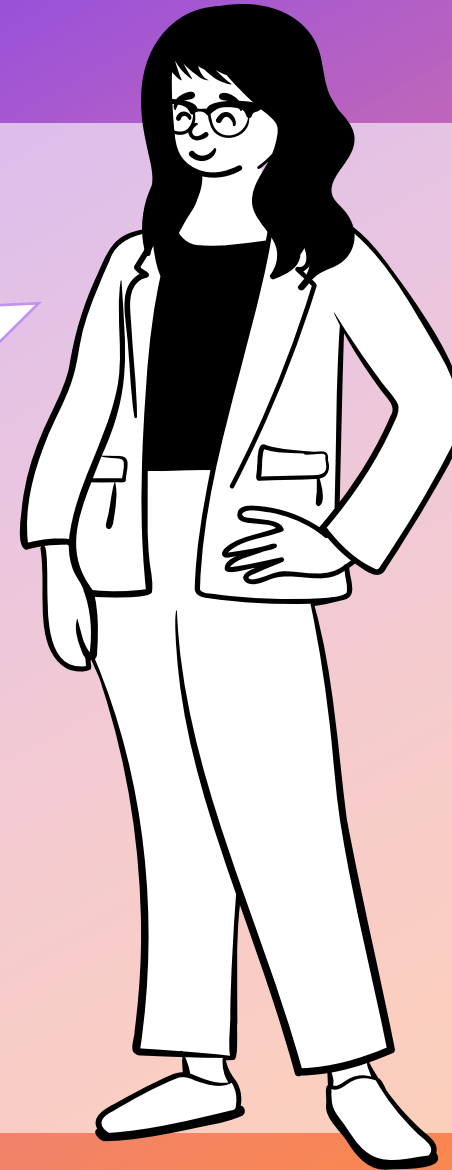
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Guide for LMD: How to talk to different prospect?

**Thank You for
Listening!**

All The Best for Your Future as LMD!



富貴 **NIRVANA**

ATD
WE GROW, WE GLOW