

100 / Allianz Ayudhya launches the most innovative agency compensation structure - Investing 100 million baht building "Allianz Ayudhya Academy", a professional sales training center for the unlimited benefits



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Allianz Ayudhya Assurance PCL aims to achieve its Agency Channel’s target under "Year of Double Growth" in 2013. It continues to build the high-quality professional sales agents with the innovation of the best agency compensation structure in the industry, promoting sustainable growth to help sales agents advance to the success with no limitations. Under the innovative concept...“want to go as ‘One man show’ or go as ‘ A team’, Allianz Ayudhya opens it up for sales agents to choose their career path that fits with their styles, which, ultimately leading them to achieve the goal. The company also invested over 100 million baht to establish “Allianz Ayudhya Academy” with increased numbers of trainees and 3 training centers opening for improving sales agents potential to be professional following the new compensation structure. Sa-nga Pishayangkul, Chief Agency Officer, Allianz Ayudhya Assurance PCL revealed as the company has designated this year as "the Year of Double Growth", he set the visions for Agency Channel as follows. The company wants to be the most desirable insurance company that sales agents want to work with and to achieve double growth in every aspects. In term of mission, focus is on building and developing agents as business partners by using strategies to drive sales agents starting with restructuring compensation benefits that promote sustainable growth, developing and training sales agents to become professional , continuously supporting them in all aspects, as well as developing insurance products and services to meet customers' need and satisfaction.

The details of new and the best agency compensation structure in the industry are as follows: 1) Sales agents have the career path of their choices based on their expertise by choosing between being "One man show" or "Go as a team". Either way, they would have an access to advance their career with unlimited success. 2) The new compensation structure is designed to support the sustainable growth of agency channel. This includes the sales motivation through contests and activities to support top sales agents to continuously produce. For example, the All Star contest that aims to push sales agents to the next level and encourage new sales agents to produce since the first year with hip privilege given to top sales agents every month. In addition, the company has initiated a quarterly session called Super Star Academy, aiming to communicate about business direction as well as professionally train the sales agents about strategic planning, management, sales and team building knowledges.

Sa-nga also added that in addition to the best compensation restructuring, the company buckles down more than 100 million baht to establish Allianz Ayudhya Academy in three cities: Bangkok, Chiang Mai and Hat Yai. We expand every training center, increase numbers of training rooms, renovate and modernize all centers with a full range of facilities as well as increasing numbers of trainees. Currently, Bangkok training centers can accommodate 800 trainees, Chiang Mai training centers can accommodate 200 trainees and Hat Yai training centers can accommodate 120 trainees.

Most importantly, our company has developed new training curriculum available both offline and online that emphasize on sequentially educating: new comer sales agents, professional sales agents, professional sales executives, and senior management representatives and team managers to develop sales agent potentials to being professionals under the new sales benefit structure.

And another striking innovative feature of Allianz Ayudhya's training is our new website "The Brain": source of vitality, treasury of knowledge. It is to promote endless online learning potentials exclusively to Allianz Ayudhya sales agents.

"With all these strategies in place, we are confident that it will bring the company to the success and escalate us as the partner of choice for sales agents. We will walk together to achieve our goal of having a successful growth in all aspects including revenues from first-year premiums, increasing numbers of new agents and active agents. We hope that our sales team and all sales agents will work hard together and be able to adapt to the new structure. And I believe that it will bring satisfactory results and make this year the year of double growth as targeted," Sa-nga concluded.

: <http://azaypr.blogspot.com>