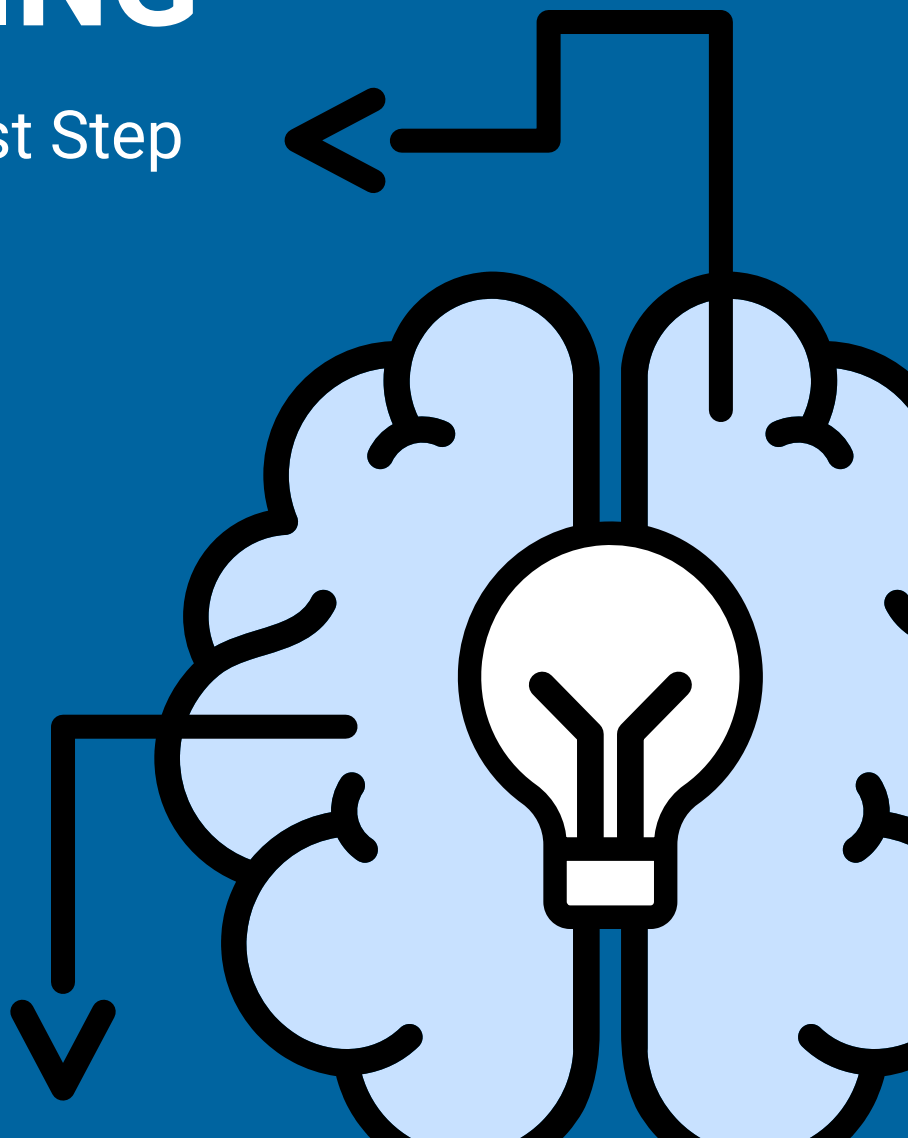


1

# AVA EBOOK SERIES

## BELIEF SYSTEM BUILDING

Your New First Step

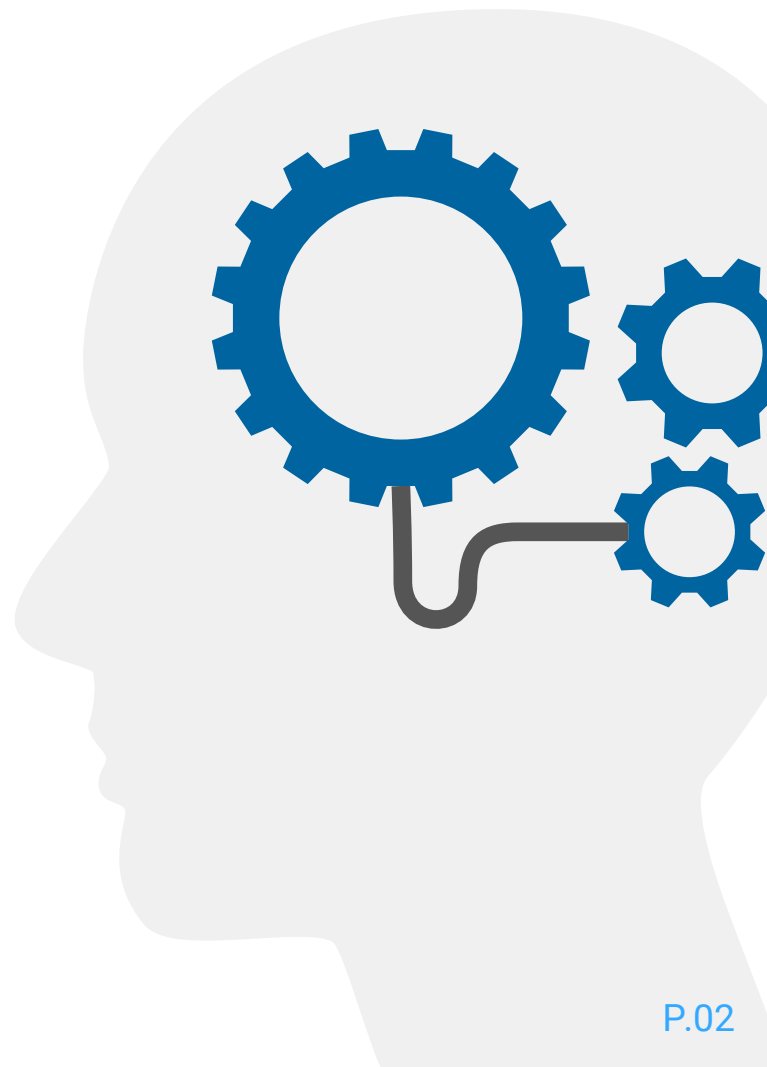


**“ People don’t buy  
what you sell,  
they buy how it  
makes them feel. ”**

Bernadette Jiwa

**It all starts with building a belief system on “why” you do what you do. With the things you do and with who you represent, how can you help bridge the gap of what people are looking forward to**

**As one believes in oneself,  
one doesn't try to  
convince others.**



## BELIEF SYSTEM BUILDING #1

# Self Introduction & Positioning

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### Narrating a Story: Story Sells

- (i) Explain your transition from previous to current position.
- (ii) Why Change? What do you believe in?
- (iii) What's Your Unique Selling Proposition (USP) now?

## The Golden Circle\*

I'm with AHAM. We are in the business of helping our clients build their wealth/grow their money/wealth through managing their investment.

### 1 Our Why:

As everyone agrees, we believe in the importance of investing hard earned money in order to build wealth or maintaining our purchasing power in long term. **It is equally important to not lose your money as a result.**

### 2 Our How:

Our approach is to find a balance between return & risk - how we do it - by **customizing a portfolio** of solutions unique to your investment experience (risk appetite), goals, time horizon & other factors.

### 3 Our What:

Our solutions invest into equities, bonds, money market structured products, and other investment instruments.



\*From 'Share the Golden Circle' by Simon Sinek.



## Positioning & Anchoring yourself

- ✓ **Asset Management Company (AMC) vs banks**
- ✓ **Change the mindset on AMC**

You are not banks  
(trust issues)

- Malaysia financial system structure (regulation)
- Principal vs distributor
- Client protection (tripartite relationship)

## BELIEF SYSTEM BUILDING #2

# Introduction of AHAM & Its Story

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### Narrating a Story: Story Sells

- (i) What shapes us to Who we are today
- (ii) What we believe shape what we do
- (iii) AHAM Unique Selling Proposition (USP)

**Thank you for your interest in AVA  
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*enquiry@accelvantage.com*  
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