



SALLY WONG

SENIOR HNW PERSONAL WEALTH MANAGER
IDA BRONZE DRAGON 2018 & 2019

Originally from Hong Kong, Sally Wong moved to Singapore at the age of 3. She has been pursuing her studies and career in Singapore since then. Always having an interest in the financial industry, she started her first job as a FOREX broker. Living a glamorous life as a broker, drinking and dining out became a routine. Until one day she found out that her mom was diagnosed with cancer and she became more curious about insurance policies. That's when she decided to switch careers and sign-up as a financial planner. With six years of experience, Sally specialises in managing personal wealth for high-net worth individuals. Her previous experience as a broker has helped Sally to kick start her insurance career.

During her broker years, Sally was a social butterfly and able to expand her social circle really quick. This helped her to get her first few loyal clients when she joined the industry. Being a sociable person has become her biggest advantage in this people business.

Sally joined Peter Tan's sales and NLP courses to advance her sales and client relationship management (CRM) skills. She realised that most agents are often caught up in clients meetings and closing deals to achieve their targets. However, managing a good client relationship that is based on trust is as important. With this mindset, Sally has a proven track record of getting most clients from referrals without having to do any roadshows.

SOCIAL BUTTERFLY TURNED AGENT

Through the lens of Sally Wong

Can you tell us more about yourself?

I am originally from Hong Kong and I first moved to Singapore when I was 3 years old. Since then, I've been pursuing my studies and career here, enjoying my transformative journey. I now work in the financial service industry and have been loving it for the last six years.

What was your previous job?

I previously worked as a FOREX broker. So actually, I have always been in the financial industry - just wearing different hats. In FOREX, it was more of an entertainment. Now that I am in the insurance industry, I feel that it is more aligned with my passion and feels very purposeful.

Why did you make the switch from FOREX to insurance?

I didn't used to believe in insurance, although during my time in FOREX, I was living a very unhealthy lifestyle, engaging a lot of drinking and dining out. I thought it was the kind of glamorous lifestyle I wanted.

Everything changed when I found out that my mom was diagnosed with cancer. This experience motivated me to explore more about insurance. My perspectives started to shift and I decided to learn about insurance and pursue my career in the industry.

How did you know Peter Tan?

I got connected to him through Jasmine Teo. I really look up to her because of her positive energy. She asked me if I wanted to learn more about NLP from her mentor, Peter. I said yes and immediately signed up for his classes.

What was your expectation when you sign up for the Neuro Linguistic Programming (NLP) and Intermediate Sales classes?

I expected to learn more about boosting our mindset and closing deals with clients. I also wanted to learn about presentation skills.

Did they meet your expectations?

I was very happy and satisfied. I learned about Customer Relation Marketing (CRM) and how to deal with rejections. He also highlighted the importance of hosting networking events with the right intention for a maximum result.

His NLP classes has also exceeded my expectation as I used to think that NLP was only a tool to boost your morale. Apparently, it is way beyond that. It is about having the right mindset, effective language patterns and communication skills. Both classes have helped me improve my sales and relationship with my clients.

How has LDSY teaching improved your career?

I felt that the teachings, especially NLP, have improved my sales skills. Life as an agent, we are usually caught up in client meetings, finding opportunity and closing deals. When actually, we also need to focus on customer relationship management (CRM). NLP helps me to rebuild the missing pieces I had in my sales journey in the past years.

What are the common mistakes people make in personal finance?

Young families have the tendency to focus only on the short-term planning. This happens when they have the first born and tend to put everything in one basket - for their child. They disregard the backup plan for when things don't go as expected.

Actually, COVID-19 has restructured my sales approach, in a sense that I will advise my clients to have emergency funds. Normally I recommend 10-20% of the income to be allocated for insurance. If there's an extra budget, it will be for the retirement and savings, which 30% is for the emergency funds that last for six months to one year.

How did you get your first clients?

I used to be a social butterfly when I was younger. So when I first entered the industry, I reconnected with my friends to create leads. At first, I was worried about how they would perceive me. Until one day, my friend had an accident and said to me that if she knew I was an agent, she would reach out to me much earlier. Over the time, more friends came to me asking for insurance advice and asking why I never approached them. So, I started reaching out to more people from my circles and started getting more referrals.

Can we all build wealth by just saving?

Yes, but savings doesn't multiply your wealth, investment does. Clients will always tell me that they have saved a lot and they have agents who help them save for retirement. However, when I ask whether or not it was the best way to build their wealth, they are unsure. The best way is to diversify and have short, medium and long term portfolios with various risk levels.

What is your biggest lesson you've learned so far?

When I was a new agent, I had a habit to always keep on buying gifts for high-profile clients. The lesson from that experience is that it's good to keep pin our hopes on them, but we also have to remember that everything takes time. So now I always tell the new agents that the high-profile clients is a bonus, but your bread and butter still needs to go on. Don't focus on the high-net worth groups, because your result will come from your consistency and persistency regardless of who your clients are.