網絡社交媒體人氣狂吸MDRT客源



冯靖勋老师

happycustomers

MDRT

MUST DO
RIGHT THINGS.

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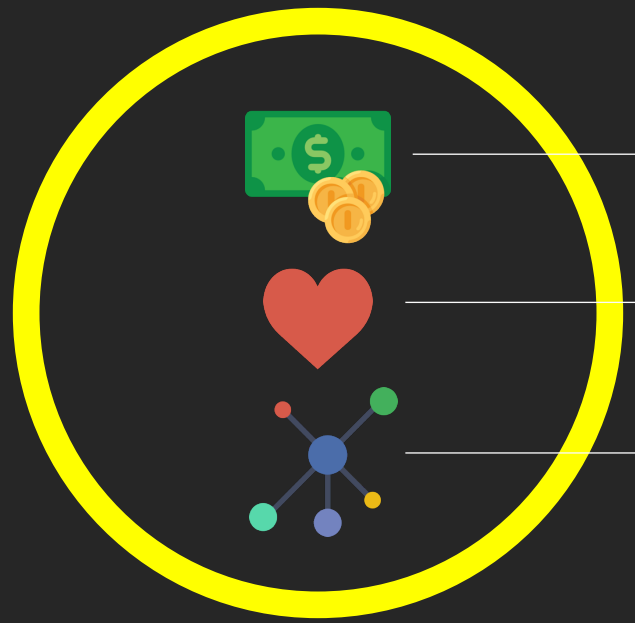
1

業績+轉介紹

確認你的
頂級客戶

Pareto's Principle
80% of $$ comes from
20% of your customers



收入高

親和力

有人脈

每個月和頂級客戶交流

增值

點讚，評論，分享
聊天以收集資料
分享有價值的見解
介紹有價值的人
貢獻收入
支持他們的目標
支持公共事業
做他們的公關代理

建立關係

給以讚賞
表示感謝
祝他們生日快樂
送禮物
為他們做飯
邀請參加社交活動
為他們跑腿
共同興趣·

製造銷售機會

年度服務
政策/條款更新
介紹新產品
內容誘餌
技巧和竅門
實例探究
網絡研討會、活動
客戶答謝活動

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頂級客戶:
企業老板

如何減稅

3 個客戶
+ 3 個朋友

每個月和頂級客戶交流

增值

點讚，評論，分享

聊天以收集資料

分享有價值的見解

介紹有價值的人

貢獻收入

支持他們的目標

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共同興趣·

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內容誘餌

技巧和竅門

實例探究

網絡研討會、活動

客戶答謝活動

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頂級客戶:
企業老板

如何減稅

3 個客戶
+ 3 個朋友

謝謝!

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14:39



MDRT TIMETABLE.d...

DOCX • 151 kB 15:00

You deleted this message 15:06

You deleted this message 15:06

Eric, thanks for teaching me your social prospecting strategy & creative ideas. After running just three strategic events, I have closed a total of 89K premiums! Thank you so much! 😀 15:37

Well deserving cos you TOOK ACTION! :D 15:38


TOP 10 WEALTH PLANNERS
LIM YEE
1ST RUNNE

1

業績+轉介紹

識別你的
頂級客戶

潛在客戶
盟友



每個月
加價值

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NO

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NOT YET

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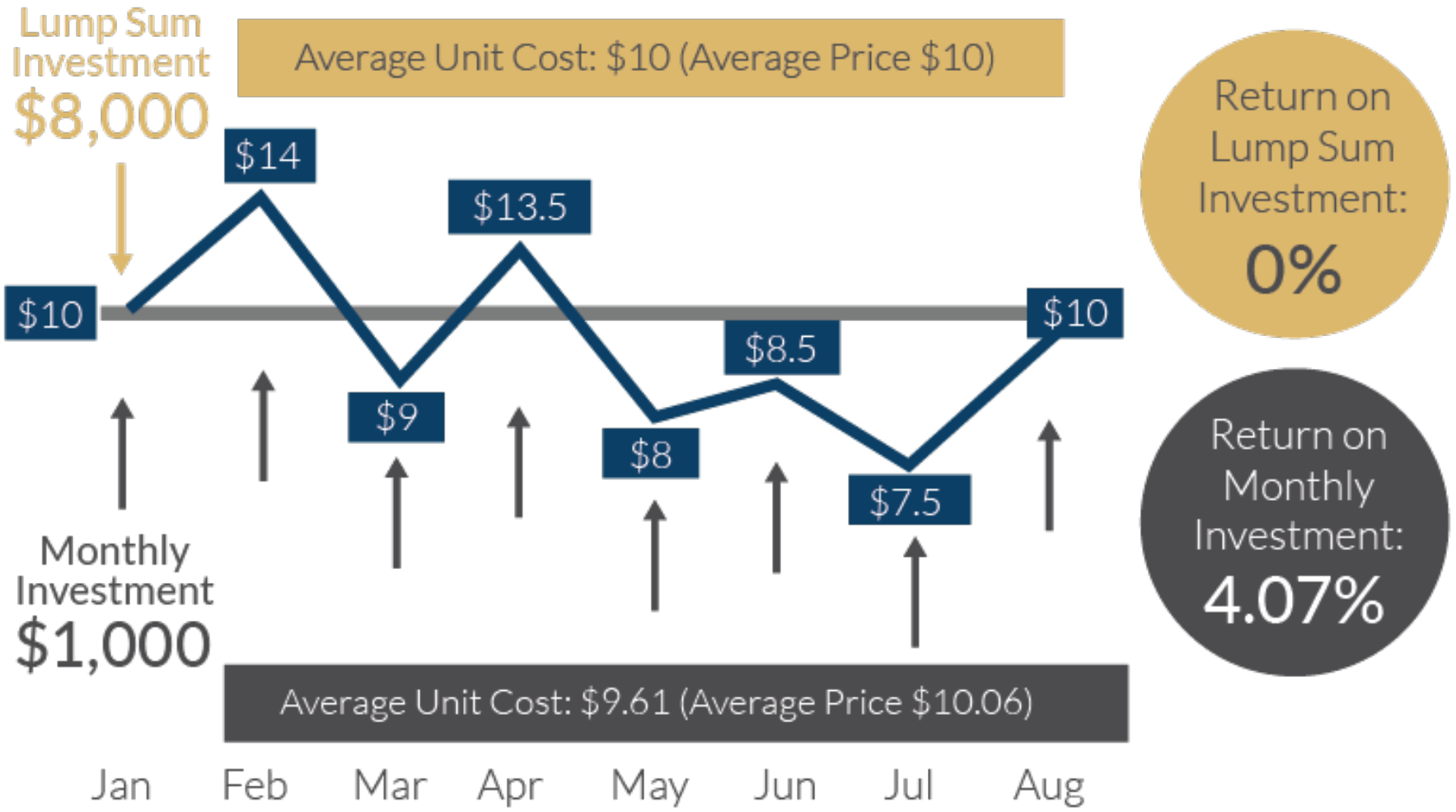
DCA: 平均成本法



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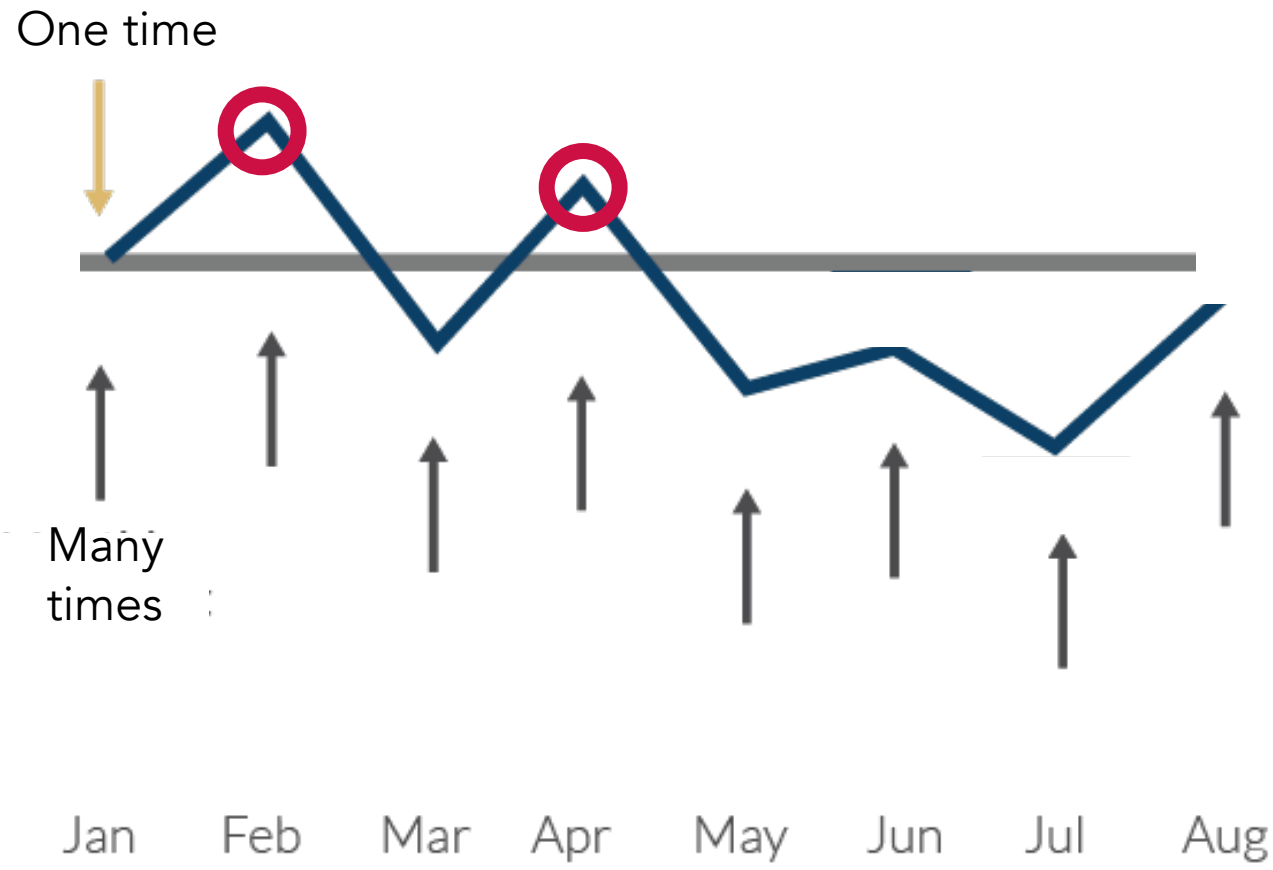
交流多 = 機會高



0

2

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交流多 = 機會高



Thomas Lim

SGD 39,750	SGD 33,246	SGD 6,504	16%	Rank
Goal	Shortfall	Achieved	% Achieved	8



Thomas Lim

SGD 30,000	SGD 30,061	SGD 60,061	200%	
Goal	Surpassed	Achieved	% Achieved	



$ x 10

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每個月和頂級客戶交流

增值

點讚，評論，分享
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分享有價值的見解
介紹有價值的人
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為他們做飯
邀請參加社交活動
為他們跑腿
共同興趣·

製造銷售機會

年度服務
政策/條款更新
介紹新產品
內容誘餌
技巧和竅門
實例探究
網絡研討會、活動
客戶答謝活動

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問題1.
客戶不信任我


爸



你成交有多快就看
他們有多快信任你

馮靖勛老師

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下載PPT



bit.ly/AIAforMDRT


問題2.
客戶量不足



不是客戶量少
是你朋友圈太小

馮靖勛老師

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兩個月

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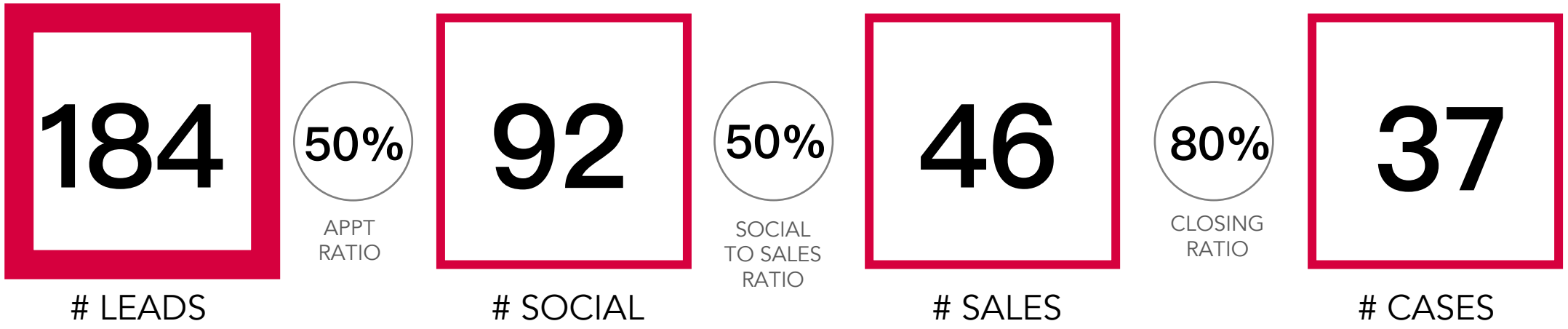
到底需要幾個 LEADS？



80 customers
80 referrals
24 new leads

1

MDRT： HKD 444,444
Average case size: HKD 12,000

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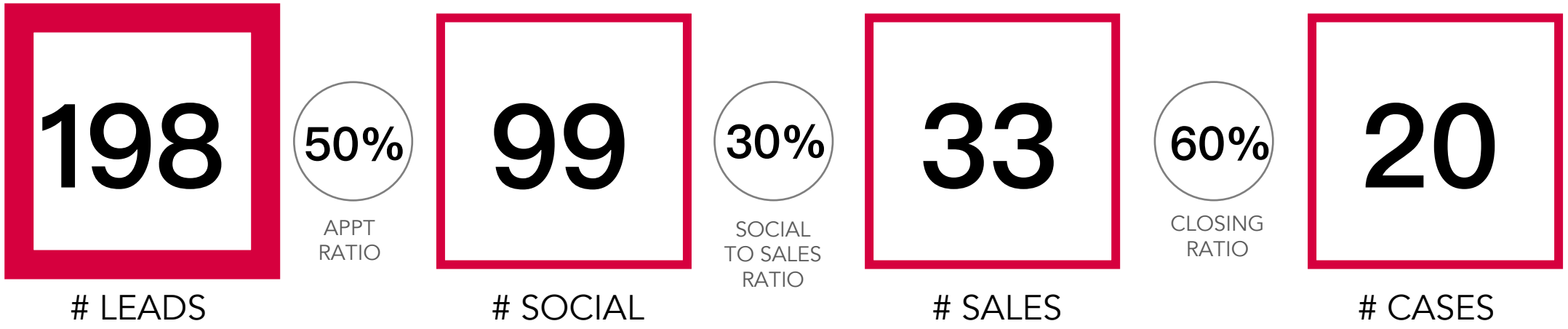
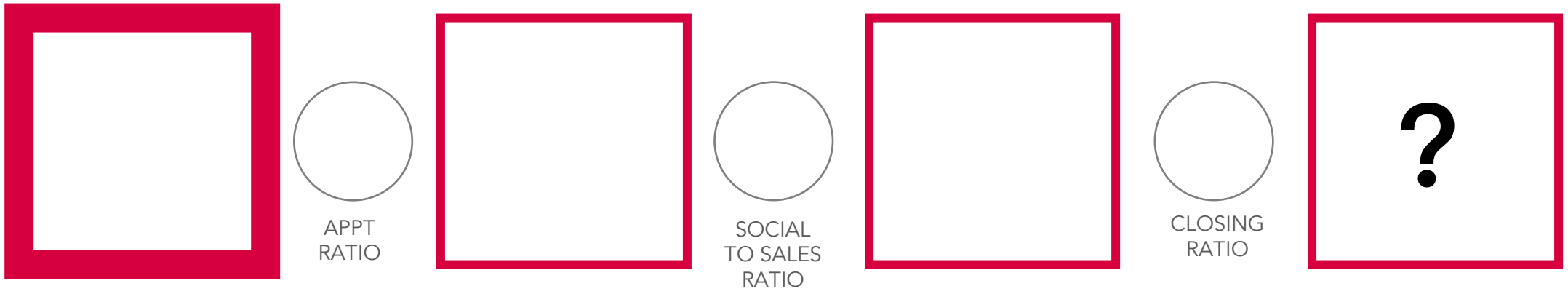
你來算算
到底需要幾個 LEADS？



50 customers
50 referrals
98 new leads (~1 lead)

MDRT： HKD 444,444
Closed: HKD 200,000
Shortfall: HKD 244,444
Average case size: HKD 12,000

你來算算
到底需要幾個 LEADS？



xx customers
xx referrals
xx new leads (~x lead)

MDRT： HKD 444,444
Closed: ??
Shortfall: ??
Average case size: ??


24 leads
活動：2新朋友
+ 2客戶
+ 2 轉介紹
4 個活動
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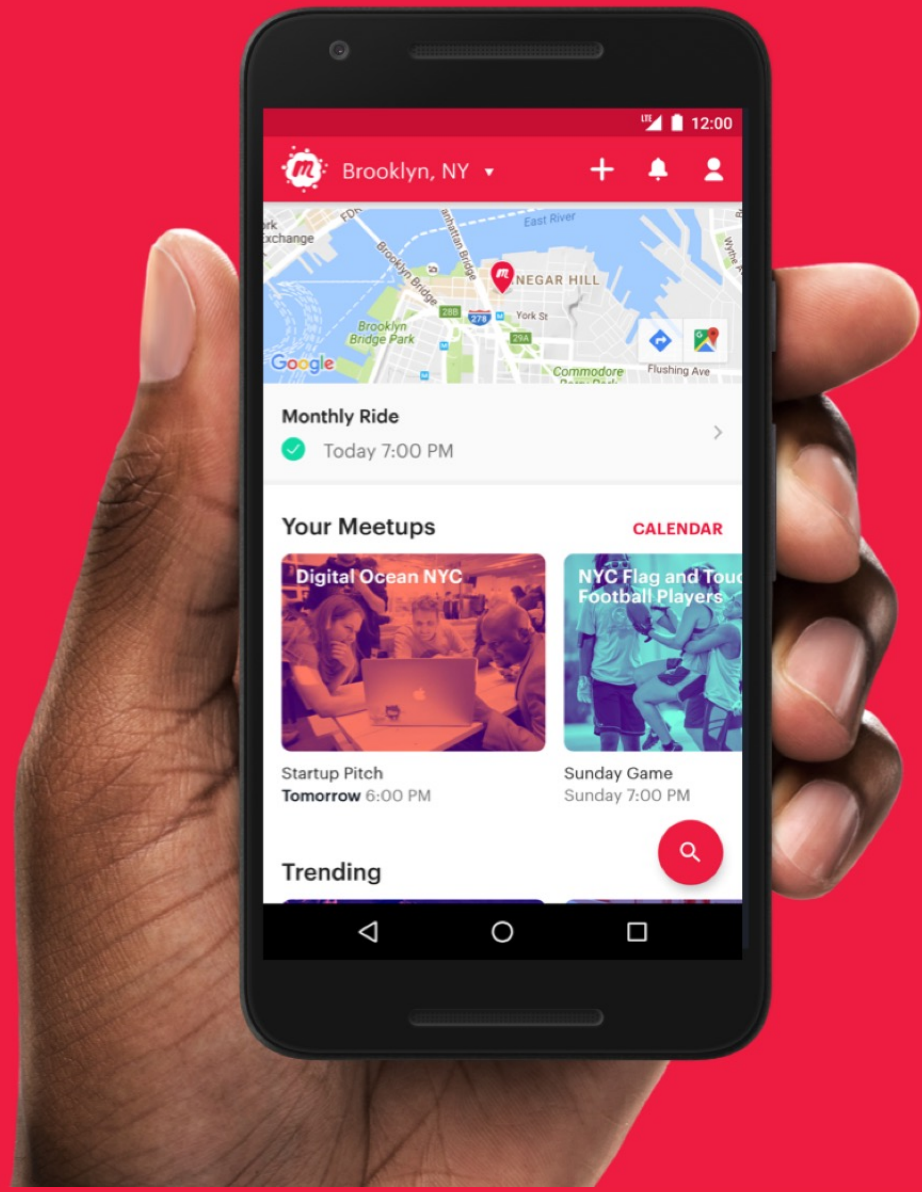
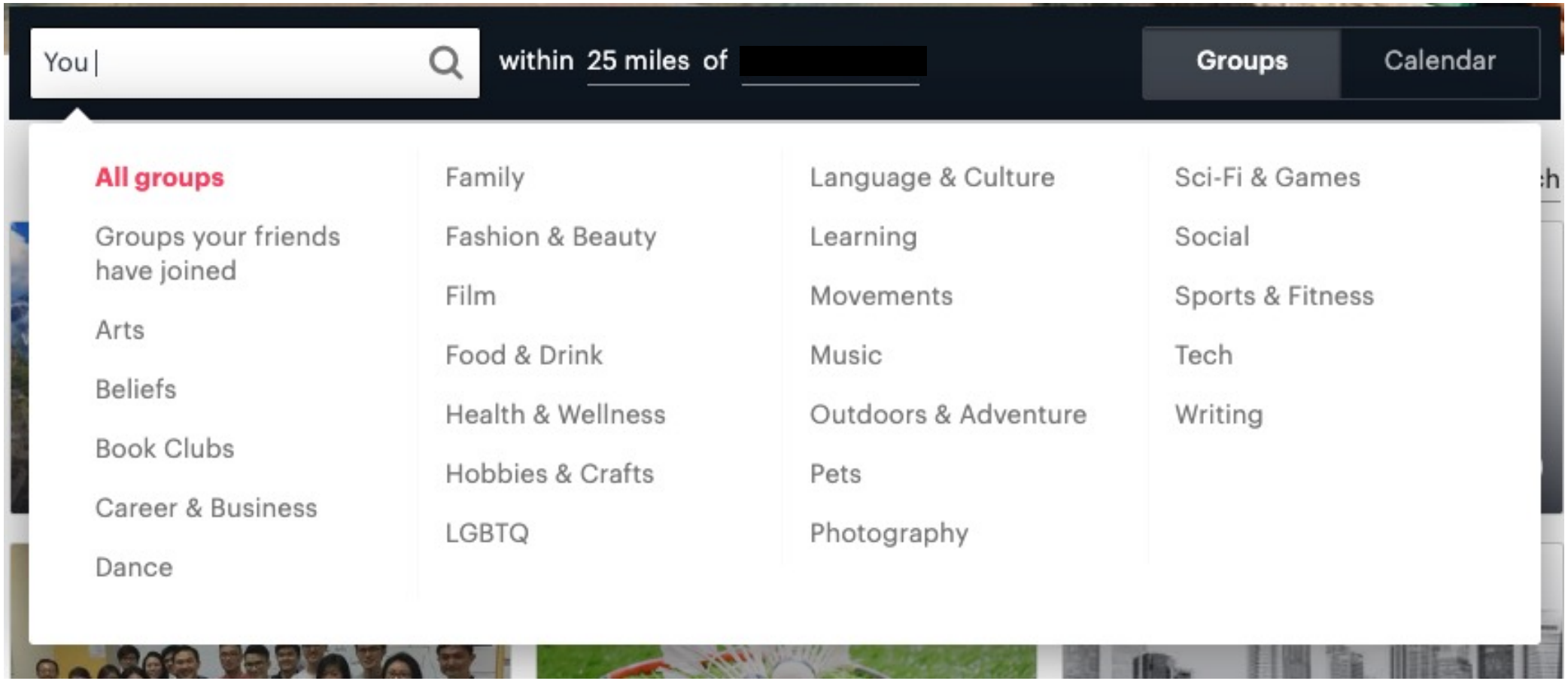
meetup


12:00
Brooklyn, NY
NEGAR HILL
Monthly Ride
Today 7:00 PM
Your Meetups
CALENDAR
Digital Ocean NYC
Startup Pitch
Tomorrow 6:00 PM
Sunday Game
Sunday 7:00 PM
Trending


You
within 25 miles of
Groups
Calendar
All groups
Groups your friends have joined
Arts
Beliefs
Book Clubs
Career & Business
Dance
Family
Fashion & Beauty
Film
Food & Drink
Health & Wellness
Hobbies & Crafts
LGBTQ
Language & Culture
Learning
Movements
Music
Outdoors & Adventure
Pets
Photography
Sci-Fi & Games
Social
Sports & Fitness
Tech
Writing

Events Groups

Suggested Events near Hong Kong, HK

Any day | Any type | Any distance | Any category | Sort by: Relevance



SAT, JUL 23 · 5:00 PM SST

Networking WhatsApp Group & meeting new people in HK

See U at 7PM 七時入席 • Hong Kong, HK

97 attendees



SAT, JUL 23 · 2:00 PM SST

Learn to Play Mahjong

Appreciate the Chinese Mahjong Game - Learning for Non-Local ...

5 attendees



TUE, JUL 19 · 7:00 PM SST

PTHK#28 World Product Day: Innovate with Product First Mindset

ProductTank Hong Kong • Hong Kong, HK

26 attendees

Networking WhatsApp Group & meeting new people in HK



Hosted By
Francis





See U at 7PM 七時入席
Public group

Details

IG : https://www.instagram.com/afterwork.hk/

---- Intro ---
The After Work Meetup group is a community of young professionals based in Hong Kong. Join us on a fun journey as we explore new restaurants and bars, including game watching, drinks, meals, games, outings, chilling, and cultural exchange. Above all, we welcome member that appreciates healthy living. So if you want to meet new

FREE ☆ Share Attend online

Attendees (97)

See all



Kenneth N.
Member



Satish P.
Member



Vincent
Member



Renton
Member



halcali
Member



Maggie
Member



Ines L.
Member

Renton

Message Report Block

Location:
Hong Kong

Member since:
August 9, 2021

Tell us a little bit about you. Anything you are proud of.
No answer yet

What do you do in HK ?
No answer yet

Introduction
No introduction yet

Looking to post a greeting? Start a conversation instead.
Send a message to Renton.



Member of

This member chose not to make their Meetup membership information public.




Viridian
GAMBLIN
ARTIST'S OIL COLORS




TARZAN



認識 PPVV
1-1 見面
話術

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反思：

你想學什麼？

你和誰最有默契？

你喜歡什麼運動？

你想支持哪個慈善機構？

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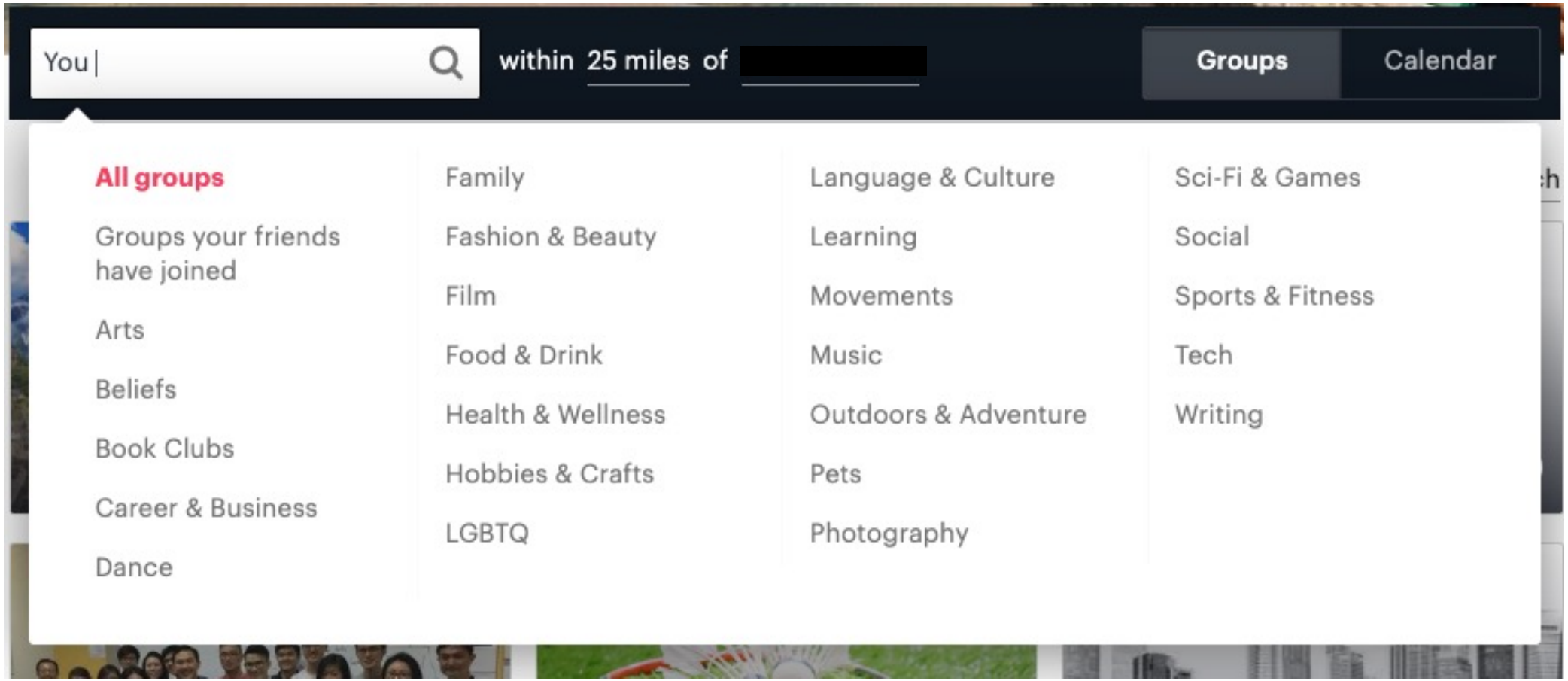

You
within 25 miles of
Groups
Calendar
All groups
Groups your friends have joined
Arts
Beliefs
Book Clubs
Career & Business
Dance
Family
Fashion & Beauty
Film
Food & Drink
Health & Wellness
Hobbies & Crafts
LGBTQ
Language & Culture
Learning
Movements
Music
Outdoors & Adventure
Pets
Photography
Sci-Fi & Games
Social
Sports & Fitness
Tech
Writing

eventbrite

Search anything

Hong Kong

Search

Help

Sign In

‹ Filters

Category

- Business
- Food & Drink
- Health
- Music
- Auto, Boat & Air
- Charity & Causes
- Community
- Family & Education
- Fashion

Founders Hike

Sat, Jul 16, 9:00 AM + 4 more events

Wong Nai Chung Reservoir Park • Hong Kong, HKI

Free

Founders Hike

32 followers



ReBoot Thursday

Thu, Jul 14, 7:30 PM + 24 more events

Tamar Park • Hong Kong , HKI

Free

Move with Skhawat

152 followers



View 2 similar results

FoodMate_

Don't go out eat alone!

David Kapanga

GET

☆☆☆☆☆

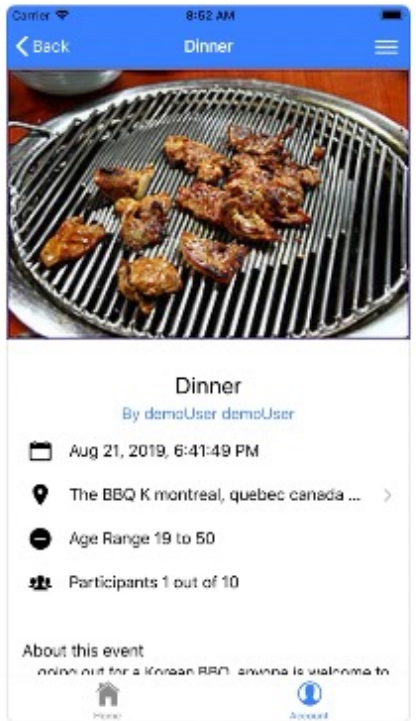
Not Enough Ratings

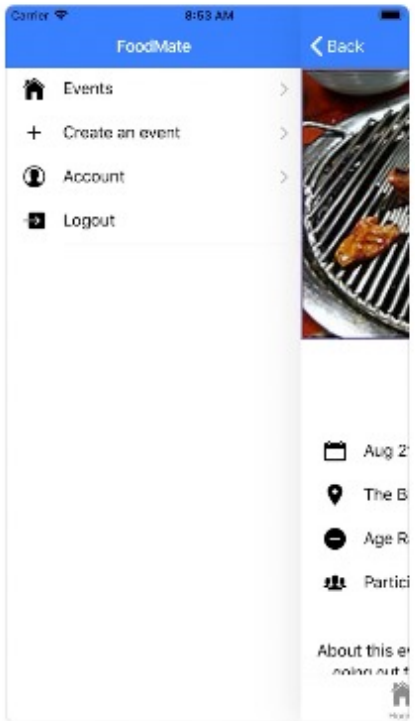
4+

Age

FoodMate_ is only available on iOS.









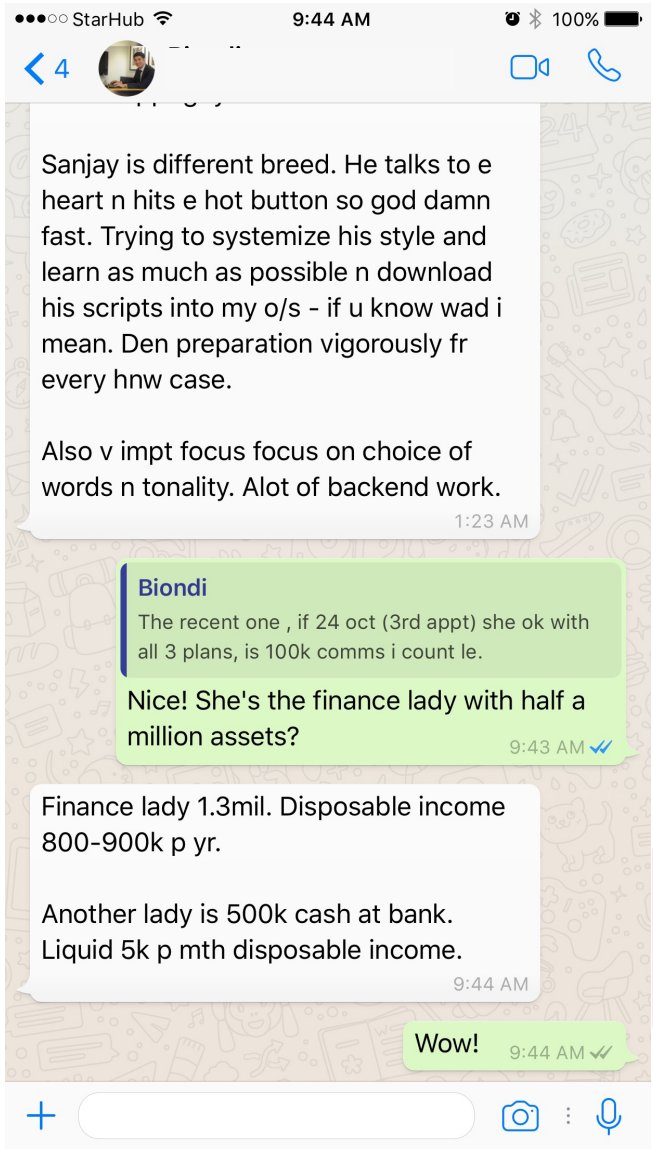

學習

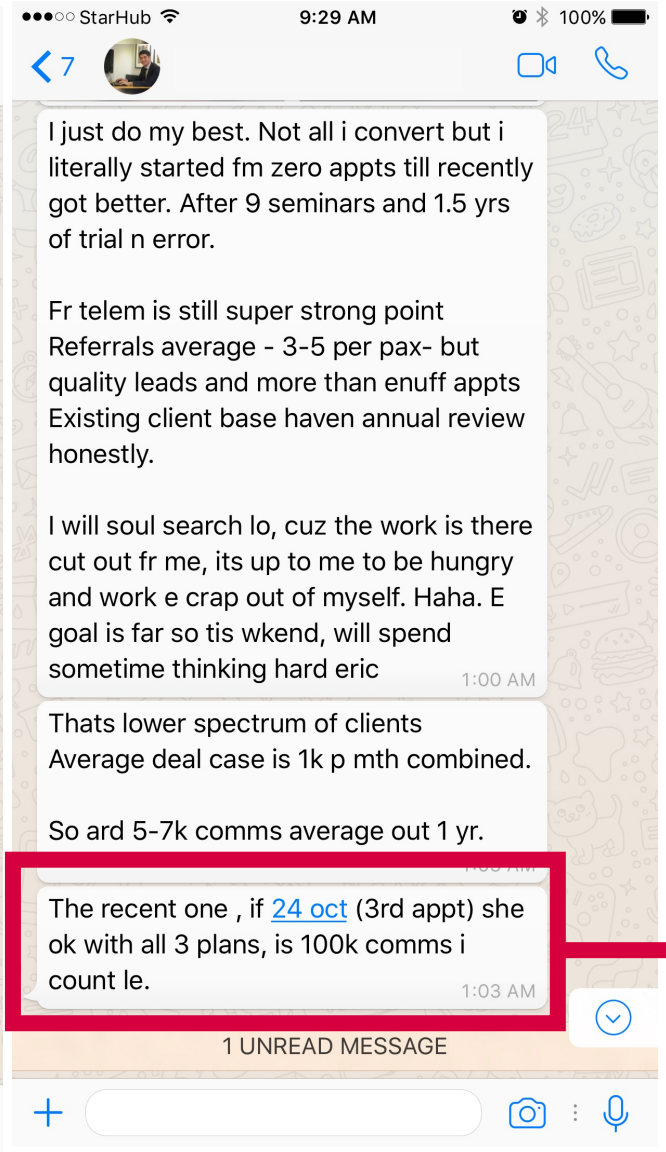

交流


運動


慈善







FINANCE LADY 1.3M DISPOSABLE INCOME 800-900K/YEAR

ANOTHER LADY IS 500K CASH AT BANK, LIQUID 5K/MONTH

S$100K COMMISSIONS

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不是客戶量少
是你朋友圈太小

馮靖勛老師

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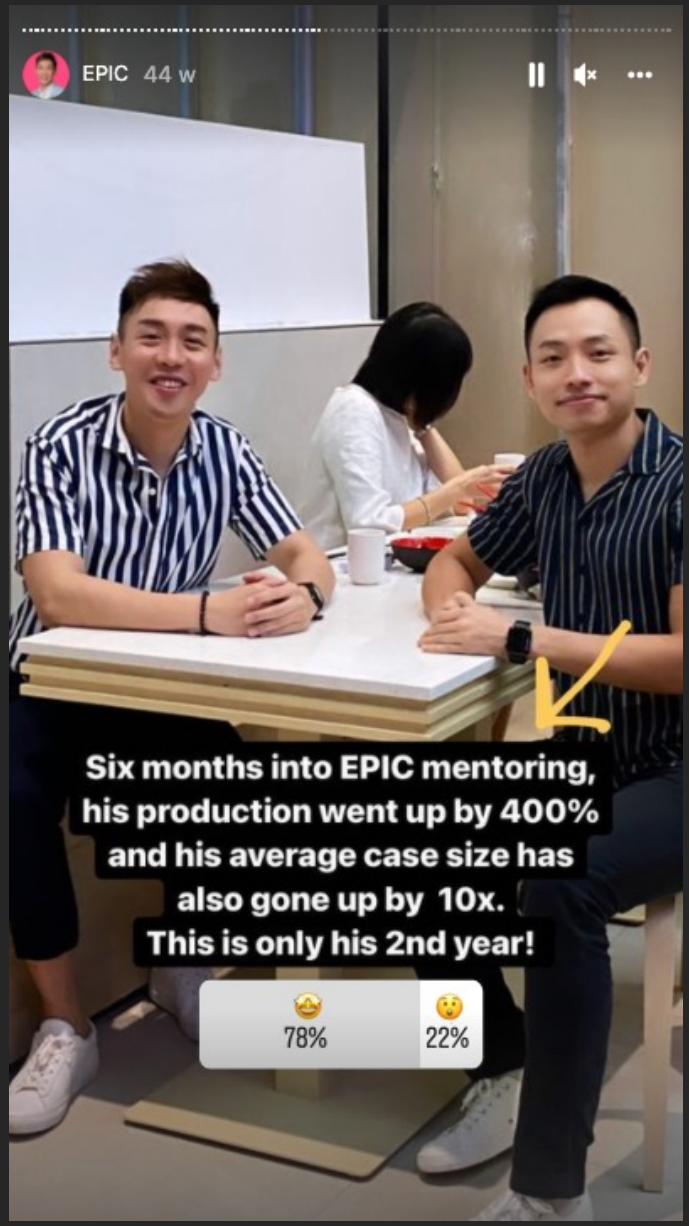
記載：

在社交媒體上貼相！



1. 想辦法推廣這個人

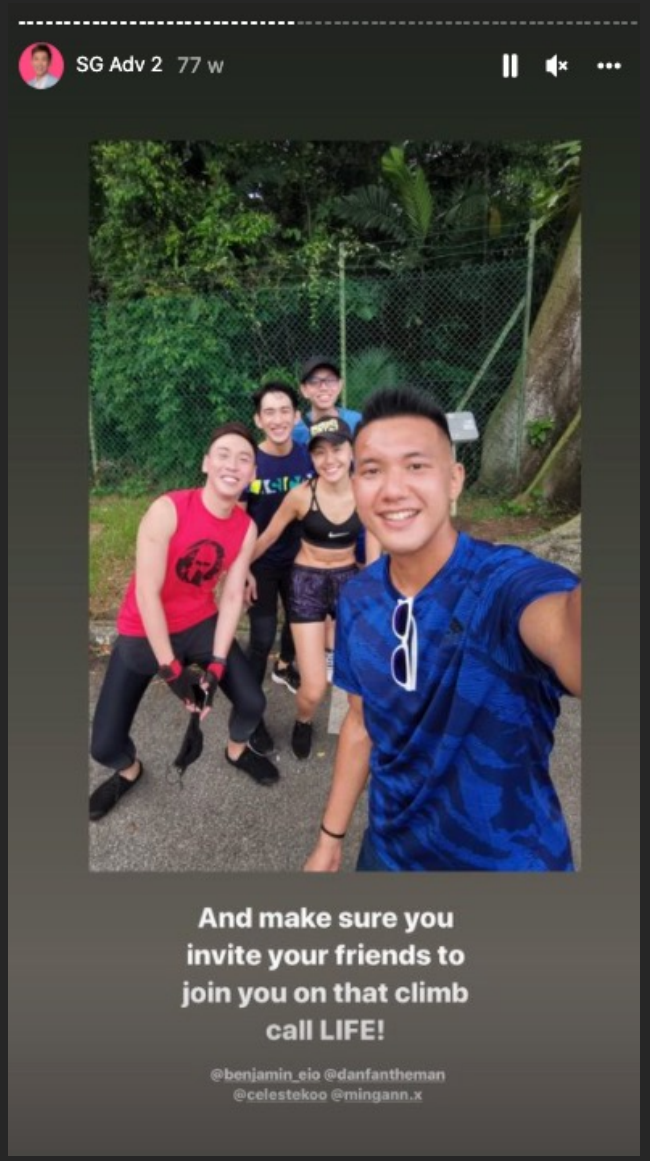
2. 分享你從這個人身上學到什麼

3. 標記這個人

4. 發起投票，問其他人想不想和你見面吃飯（想 / 遲一些）

記載：

在社交媒體上貼相！



1. 影大合照
2. 標記他們
3. 顯示活動有趣之處
4. 發起投票，問其他人下次想不想參與（想 / 遲一些）

記載：

在社交媒體上貼相！



1. 和他們一起拍片，感覺會更親近

2. 標記他們

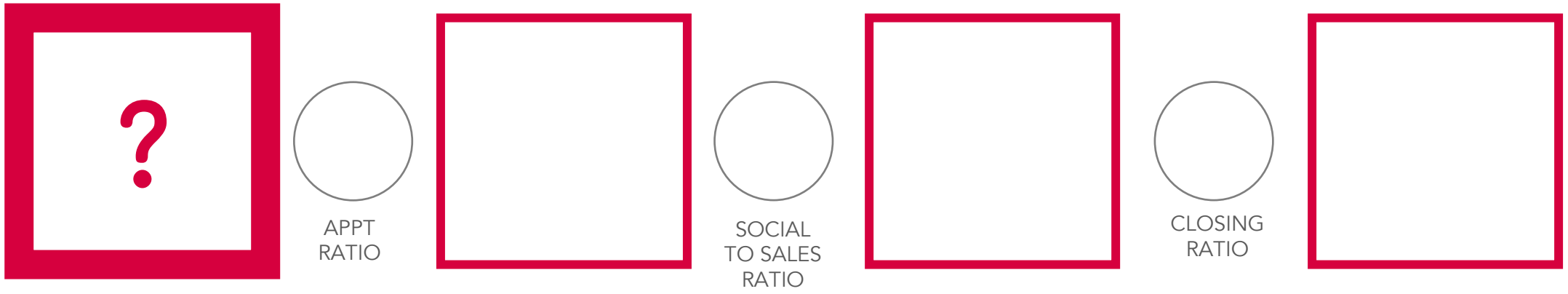
3. 問他們問題或只是叫他們來打個招呼

4. 發起投票，問其他人下次想不想參與（想 / 遲一些）

2

新客戶群

到底需要幾個 LEADS？



參加活動 + 邀請客戶 + 記載活動

MDRT： HKD 444,444
Average case size: HKD 12,000


問題3.
我不愛交新朋友



不是客戶量少
是你不會營銷

馮靖勛老師

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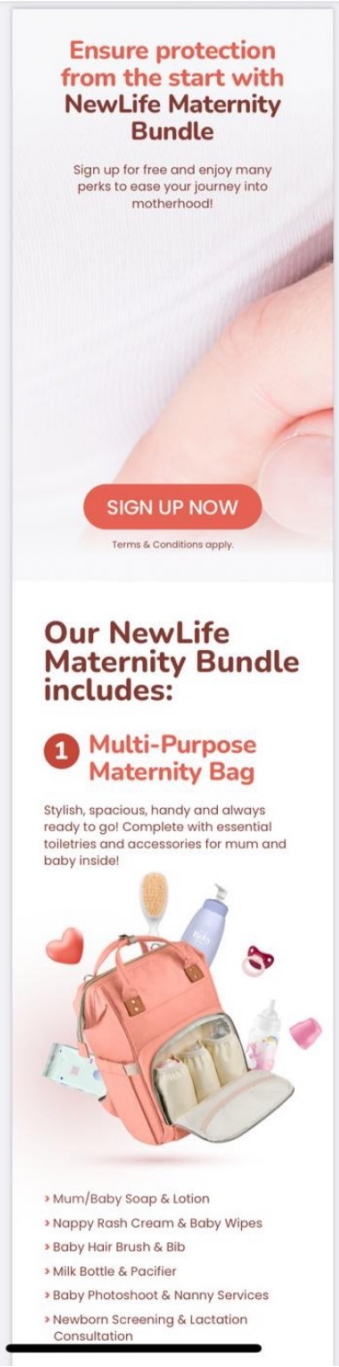

Ensure protection from the start with NewLife Maternity Bundle
Sign up for free and enjoy many perks to ease your journey into motherhood!
SIGN UP NOW
Terms & Conditions apply.
Our NewLife Maternity Bundle includes:
1 Multi-Purpose Maternity Bag
Stylish, spacious, handy and always ready to go! Complete with essential toiletries and accessories for mum and baby inside!
› Mum/Baby Soap & Lotion
› Nappy Rash Cream & Baby Wipes
› Baby Hair Brush & Bib
› Milk Bottle & Pacifier
› Baby Photoshoot & Nanny Services
› Newborn Screening & Lactation Consultation


@Sherifo888888886


FREE
newborn photoshoot package
3 x S5R (7.5in x 5in) print
10 x invitation card print
Terms and Conditions:
1. This voucher may only be redeemed once.
2. This voucher cannot be exchanged for cash.
3. This voucher may only exchanged for the photography package as indicated above.
4. No liability will be accepted for the replacement or refund of lost, stolen or destroyed voucher.
5. Strictly no accumulation or combination of vouchers upon redemption.
6. This voucher strictly for newborn baby at 28 days old and below.(ideal is from 5-7 days old)
7. To avoid disappointment, please whatapps/call 97450175 to reserve your slot early. (prefer whatapps)
Address: 11 woodlands close #07-19 Singapore 737853




PE
儿子时尚摄影

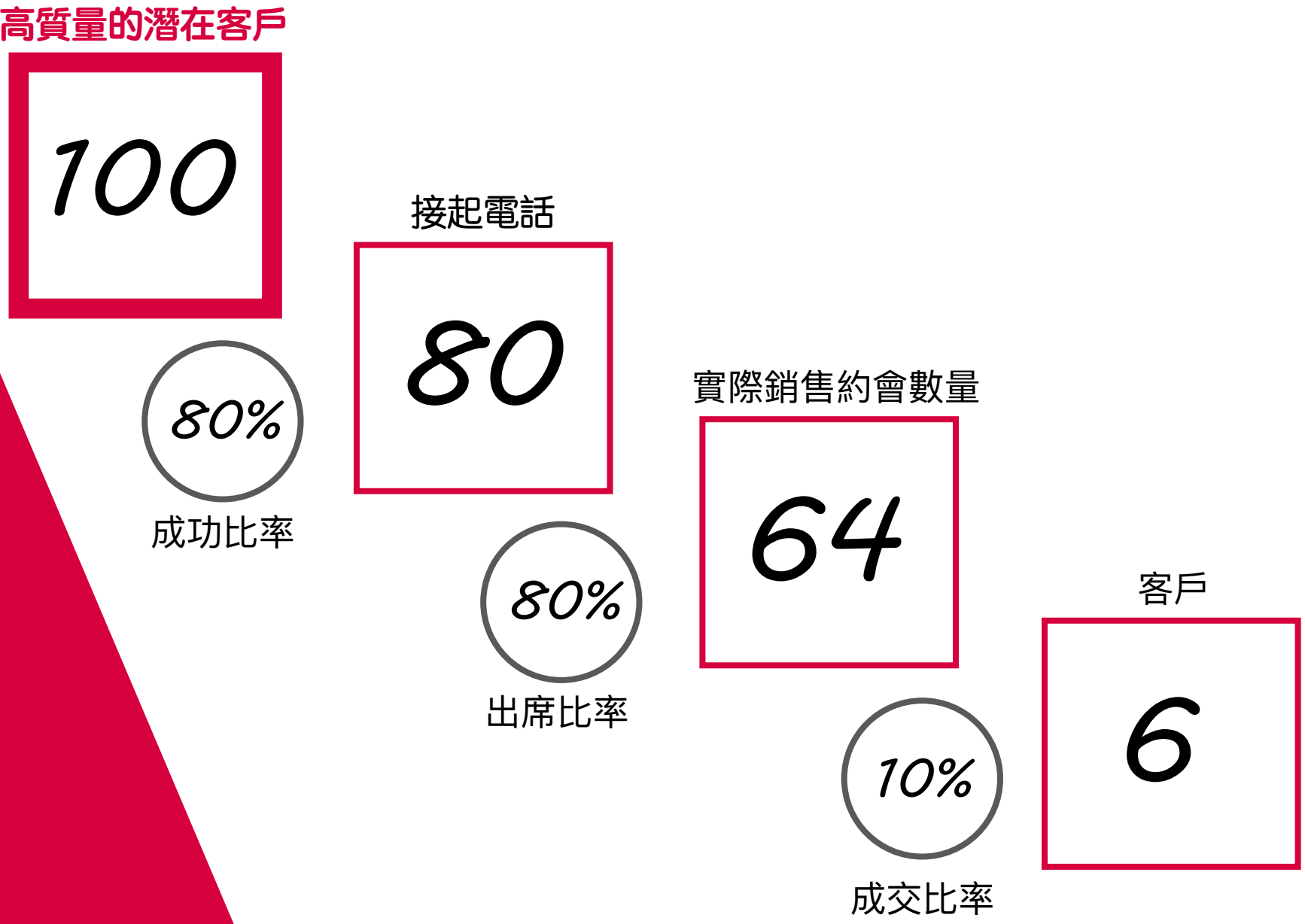


3

新客戶群

潛在客戶開發

計算你在這個策略下所需的潛在客戶數量



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3

新客戶群

潛在客戶開發

計算你在這個策略下所需的潛在客戶數量

100個潛在客戶 x 120港幣 = 12,000港幣
（這包括禮物的價格）

當你與一家數碼營銷公司合作時，他們可以以每個潛在客戶平均60-240港幣的價格出售潛在客戶

由於你需要拜訪潛在客戶，
所以你還需要考慮旅行費用

64個約會 x 20港幣 = 1280港幣

3

新客戶群

潛在客戶開發

計算你的投資回報率

客戶

6

X 12,000 FYC = 72,000 HKD

100 leads -> 1 close
-> break even

Total cost 13,280 HKD

ROI = 5x


WAN CHUN TING
WAN CHUN TING
WAN CHUN TING

$3850 (70 月餅)

15 預約

6 成交

$12,000

9 潛在

3

新客戶群

潛在客戶開發

計算你的投資回報率

客戶

6

X S$2000 FYC = S$12,000

Total cost S$3850

ROI = 3x

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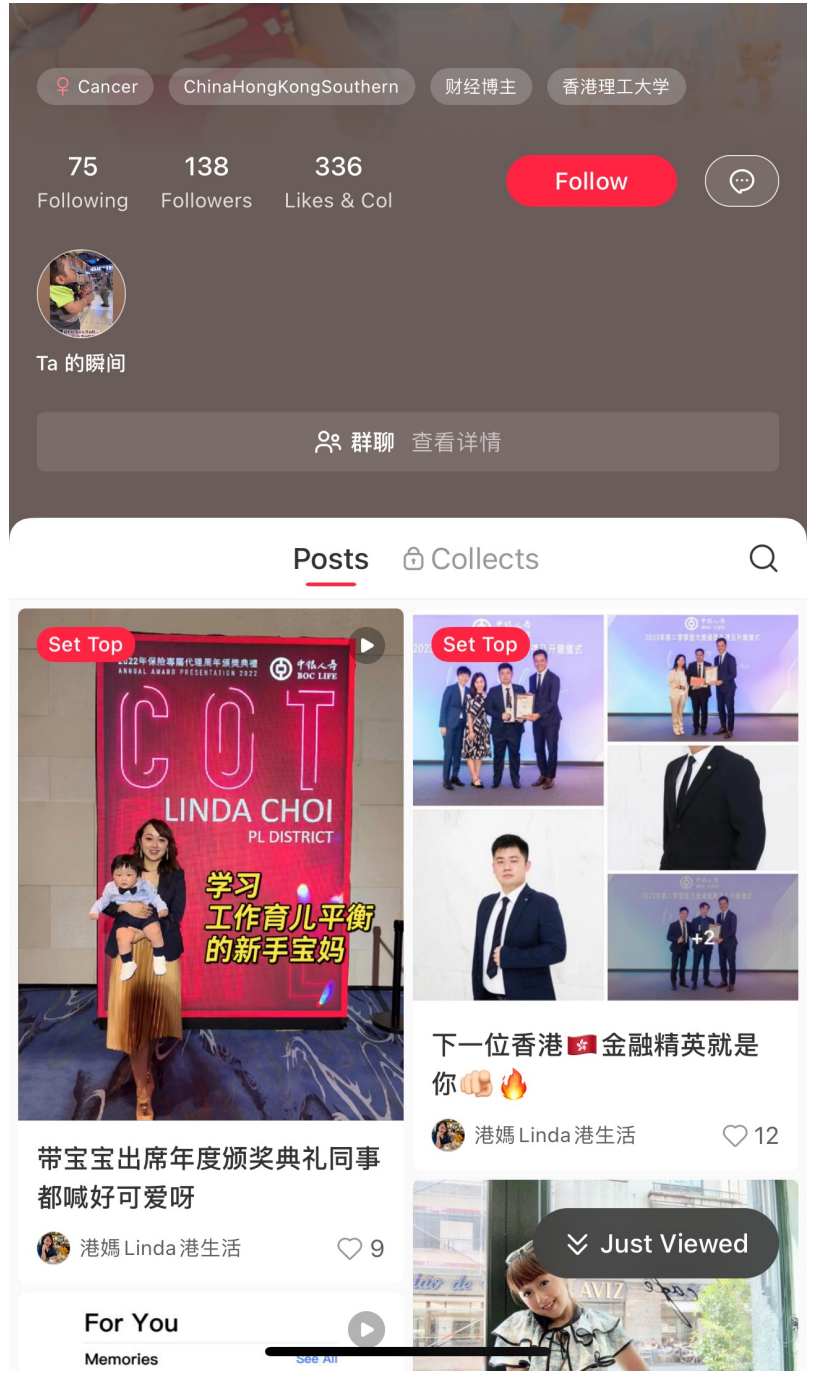
Sasa
making life beautiful
Sasa
Sasa
GIFT CERTIFICATE
HK$100
Sasa
making life beautiful


干货分享
港媽 Linda 港生活
Follow
比香港有礼更香！换领无门槛莎莎消费券攻略 👏🥰
喜迎双十一🥰👏 来港中银人寿免费送你🎊... More


12:40
Safari
31 comments
港媽 Linda 港生活 Author
满额了，谢谢大家支持 ‼️ ‼️ ‼️ 09-30 美国 Reply
Pin the comment
watermelon
10.15到港 4人 怎么约 09-27 北京 Reply
1
Author liked
港媽 Linda 港生活 Author
活动只到10/10 09-28 中国香港 Reply
养乐多🐟鱼满盆
约。10.1到港，两大人 09-27 北京 Reply
1
Author liked
港媽 Linda 港生活 Author
请丝我 09-27 美国 Reply


Cancer
ChinaHongKongSouthern
财经博主
香港理工大学
75 Following
138 Followers
336 Likes & Col
Follow
Ta 的瞬间
群聊 查看详情
Posts
Collects
Set Top
COT
LINDA CHOI
PL DISTRICT
学习
工作育儿平衡
的新手宝妈
带宝宝出席年度颁奖典礼同事都喊好可爱呀
港媽 Linda 港生活 9
Set Top
下一位香港金融精英就是你👊🔥
港媽 Linda 港生活 12
Just Viewed
For You
Memories



12:39

15

LINDA'S WEEKLY CHEC...
Happy Customers, ~Linda Choi, Y...

笔记，快来看吧！ 😆
juPbz8Td5n4BnoR 😆 http://xhslink.com/RHGKov，复制本条信息，打开【小红书】App查看精彩内容！
2:56 PM

~Linda Choi +852 6627 4186

> ~Linda Choi +852 6627 4186
> 94 港媽Linda港生活发布了一篇小红书笔记，快来看吧！ 😆 juPbz8Td5n4BnoR 😆 http://xhslink.com/RHGKov，复制本条信息，打开【小...

Free playground 2:56 PM

1987/7/20 3:08 PM

~Linda Choi +852 6627 4186

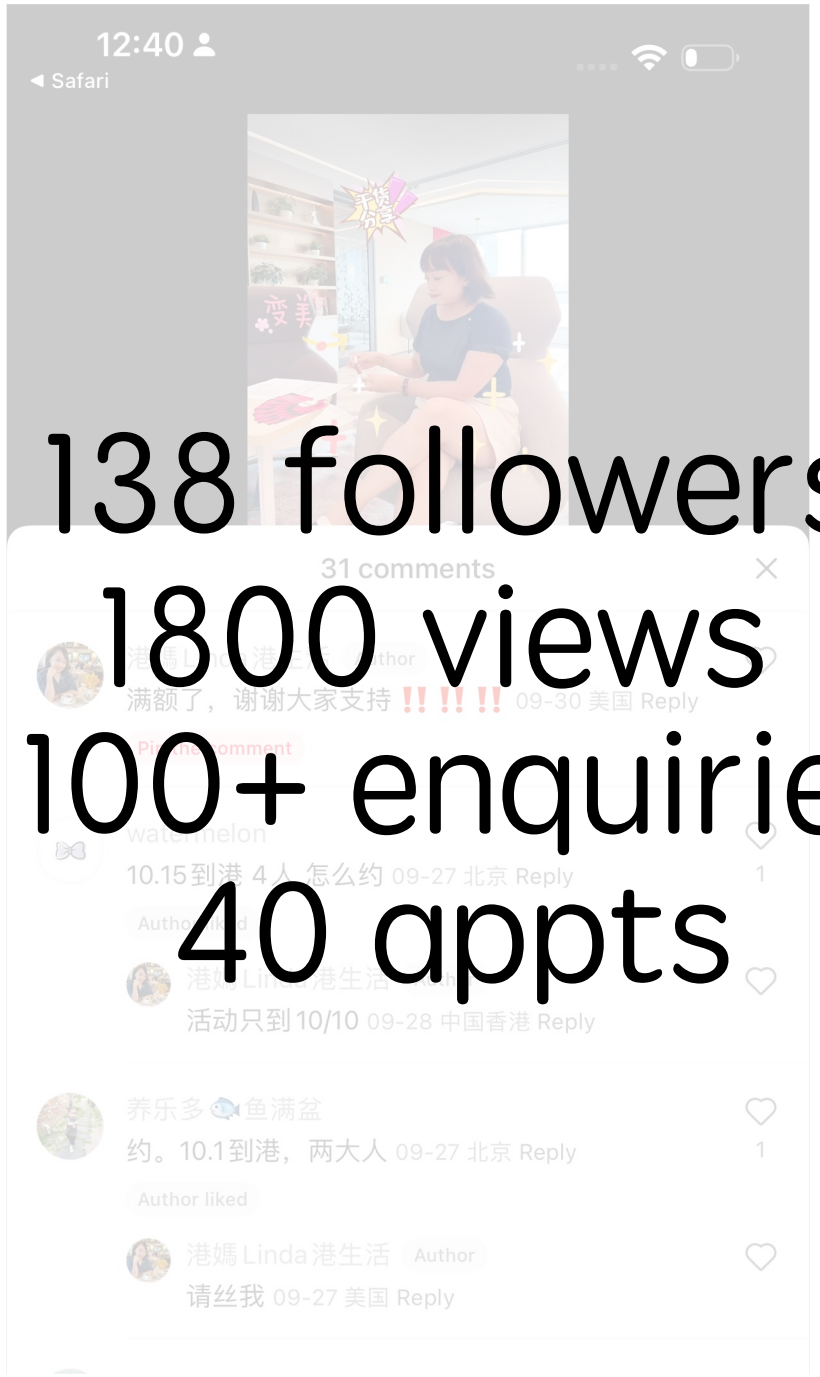
小红书

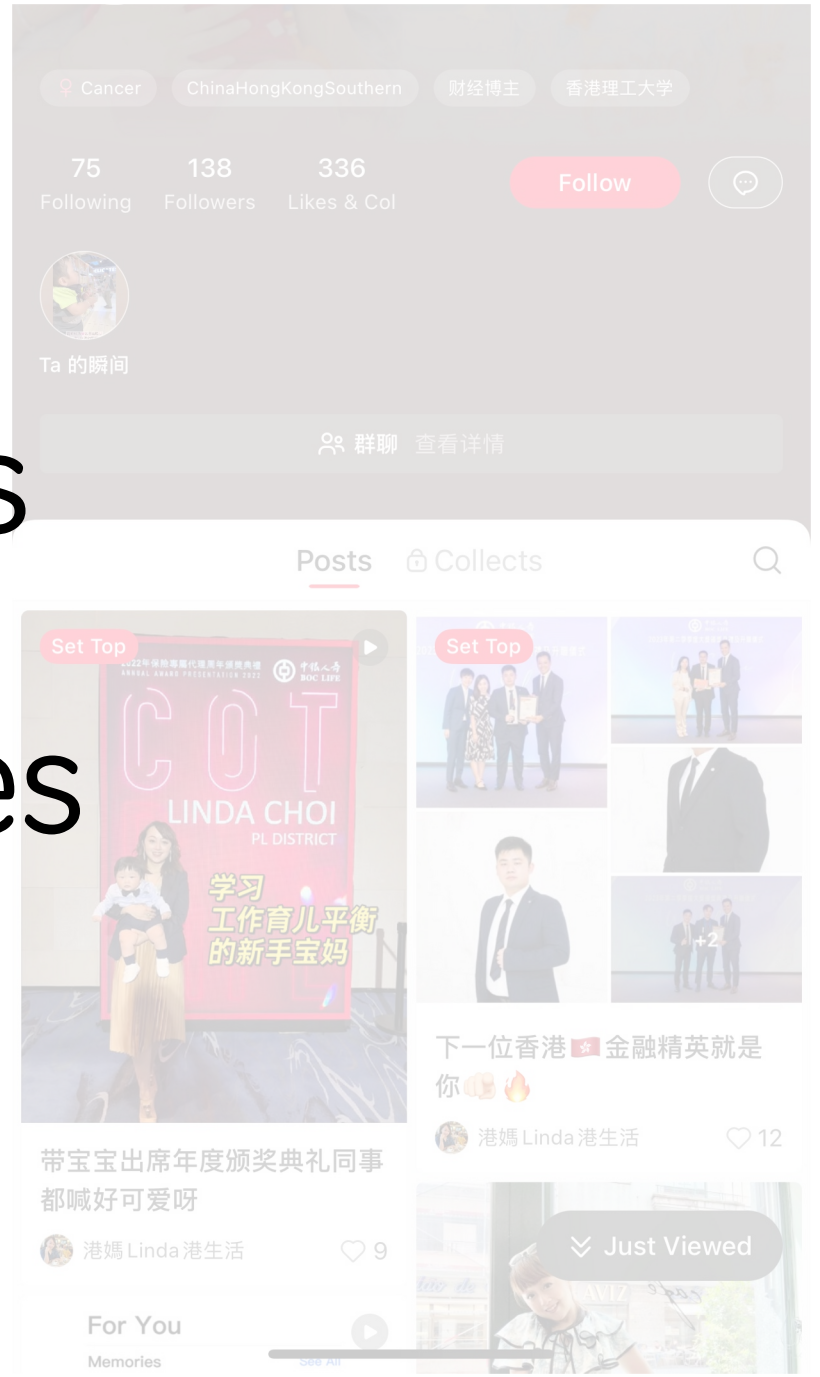
xhslink.com

💙 Top 5 views of Linda's XHS
1▶️1858 views- Sasa Coupons
10 港媽Linda港生活发布了一篇小红书笔记，快来看吧！ 😆 jcQ412mffLlnEzH 😆 http://xhslink.com/B0g4ov，复制本条信息，打开【小红书】App查看精彩内容！

2▶️894 views - Mastering musical instruments as a path to upward social mobility
3 港媽Linda港生活发布了一篇小红书笔记，快来看吧！ 😆 9xUFgIkuWke8m0O 😆 http://xhslink.com/xoe4ov，复制本条信息，打开【小红书】App查看精彩







138 followers
1800 views
100+ enquiries
40 appts

3

新客戶群

潛在客戶開發

計算你的投資回報率

40 appts

客戶

2

X 6,000 FYC = 12,000 HKD

Total cost 8000 HKD

ROI = 1.5x

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3

新客戶群

潛在客戶開發

計算你的投資回報率

40 appts

客戶

10

X 6,000 FYC = 60,000 HKD

Total cost 8000 HKD

ROI = 7.5x

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NO

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NOT YET

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每個月和潛在客戶交流

增值

點讚，評論，分享
聊天以收集資料
分享有價值的見解
介紹有價值的人
貢獻收入
支持他們的目標
支持公共事業
做他們的公關代理

建立關係

給以讚賞
表示感謝
祝他們生日快樂
送禮物
為他們做飯
邀請參加社交活動
為他們跑腿
共同興趣·

製造銷售機會

年度服務
政策/條款更新
介紹新產品
內容誘餌
技巧和竅門
實例探究
網絡研討會、活動
客戶答謝活動

HKD8000

40 預約

10 成交

HKD 60,000

30 潛在

3 成交

HKD 18,000

27 潛在

2 成交

HKD 12,000

25 潛在

1 成交

HKD 6,000

24 潛在

鑽：HKD96,000

投：HKD8,000

ROI：12

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不是客戶量少
是你不會營銷+願意投資

馮靖勛老師

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ChatGPT

KL

Act as a Hong Kong parent and share with me some of your struggles

1. **Cost of Living**: 生活成本
2. **Educational Pressure**: 教育壓力
3. **Limited Space**: 有限的空間
4. **Cultural Expectations**: 文化期望
5. **Political Climate**: 政治氛圍
6. **Work-Life Balance**: 工作生活平衡
7. **Health Concerns**: 健康擔憂
8. **Language Barriers**: 語言障礙

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KL

based on the above challenges, what kind of give aways can I do for them in my marketing campaigns

the goal of this give away is to get them to respond to me and meet me so I can do a short financial planning presentation in order to get them to plan their finances with me

give me about 10 ideas of giveaways

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1. **Educational Workshops**: 教育工作坊
2. **Space-Saving Home Gadgets**: 節省空間的家居小工具
3. **Air Purifiers**: 空氣淨化器
4. **Parent-Child Day Out**: 親子日出遊
5. **Educational Apps Subscription**: 教育應用訂閱
6. **Books**: 書籍
7. **Stress-Relief Packages**: 減壓套裝
8. **Work-Life Balance Webinars**: 工作生活平衡網上研討會
9. **Children's Health Kits**: 兒童健康套裝
10. **Personalized Financial Planning Kit**: 個人化財務規劃套件

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KL

can you give me ideas for number 7 that will be very attractive to hong kong parents, under HKD100 budget, currently very popular on taobao or shopee

1. **DIY Soap Making Kits**: DIY製皂套件
2. **USB Essential Oil Diffusers**: USB精油擴散器
3. **Gel Eye Masks**: 凝膠眼膜
4. **Eco-friendly Reusable Facial Pads**: 環保可重用面部棉片
5. **Silk Sleep Masks**: 絲質眼罩
6. **Collapsible Foot Soaking Tubs**: 可摺疊足浴盆
7. **Silicone Massage Brushes**: 矽膠按摩刷
8. **Magnetic Therapy Bracelets**: 磁療手鍊
9. **Desk Plants or Succulents**: 書桌植物或多肉植物
10. **Smartphone Stand with Stress-Relief Features**: 具有減壓功能的手機支架

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KL

can you help me write a 30 seconds video script to promote the give away of the magnetic therapy bracelet

- give them three reasons why this is going to be so helpful for HK parents
- explain why I want to do this for them
- have a strong call to action to respond to this giveaway

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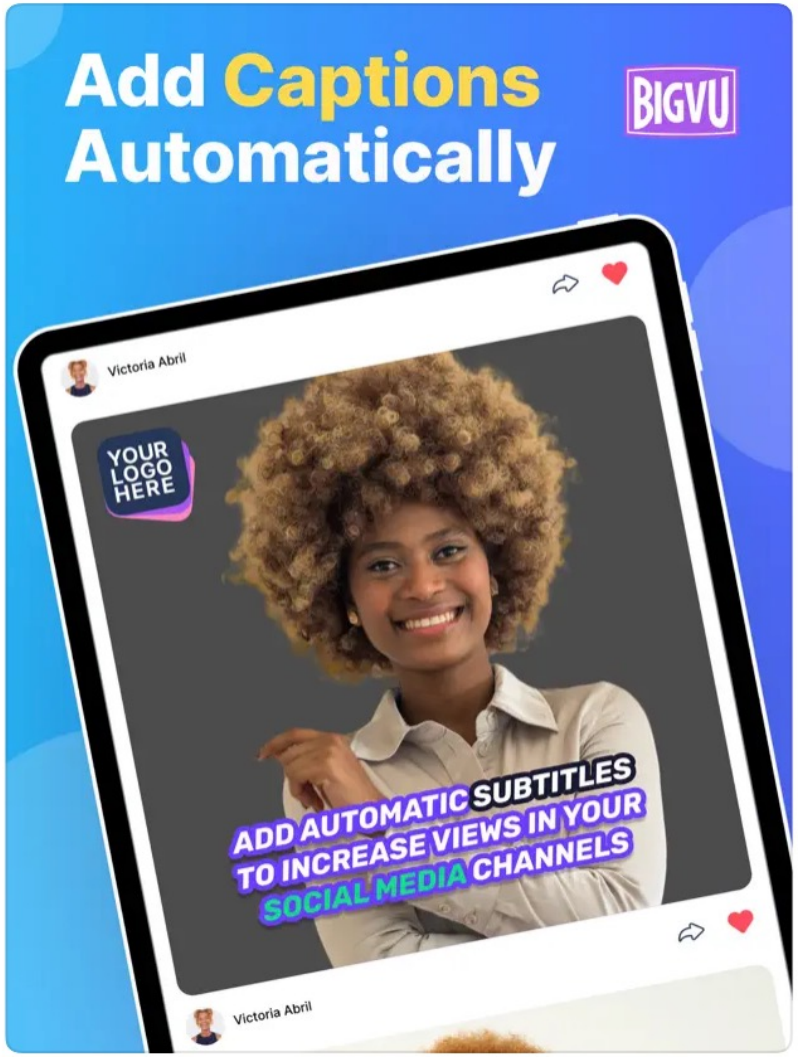
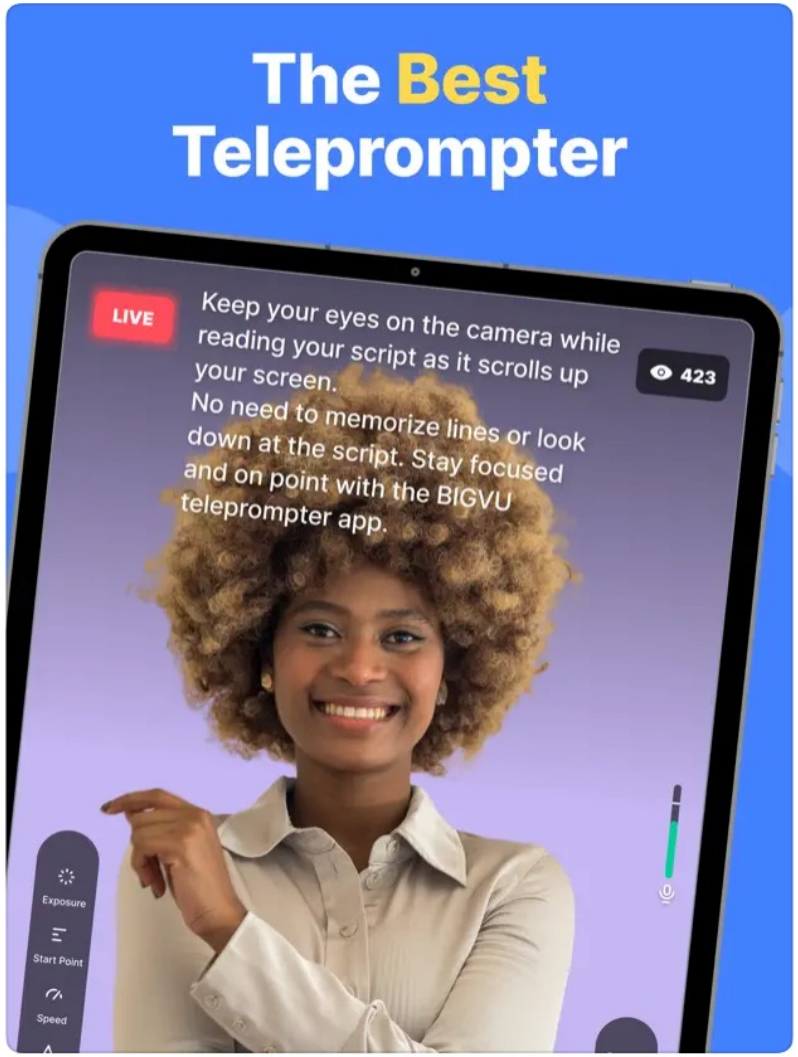
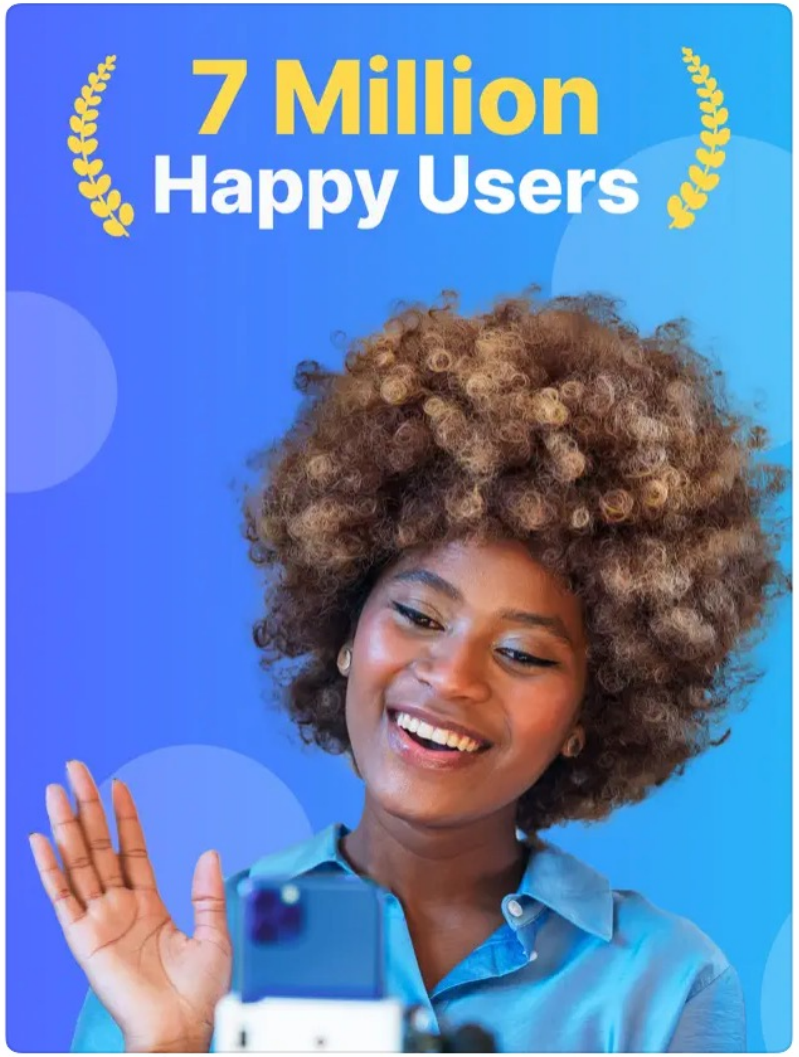
BIGVU Teleprompter & Captions 4+
Video subtitles & AI scripts
BIGVU INC
Designed for iPad
#168 in Photo & Video
★★★★★ 4.6 • 700 Ratings
Free · Offers In-App Purchases
View in Mac App Store ↗







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問題4.
不夠銷售預約

INSURANCE IS NOT SCARY...
保險不可怕，可怕的是...



Entering the Inner World of Your Insurance Agent

(信念) (反對)

CONVICTION < OBJECTION

NO SALE ☹

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保險幫了誰？

(信念) CONVICTION > (反對) OBJECTION

SALE ☺

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Forwarded

Preliminary result

危疾應援保應援特使計劃 🛡️👩‍💼

[Total 2,207 cases submitted and 1,777 cases issued since late April]

🥇 22 cases

🥈 22 cases

🥉 22 cases

4️⃣ 20 cases

5️⃣ 20 cases

6️⃣ 20 cases

7️⃣ 17 cases

8️⃣ 15 cases

9️⃣ 15 cases

🔟 15 cases

2:38 pm

22 危疾保單
（一個月）

👍

🤣🤣🤣

2:38 pm

Top three same 2:38 pm

4

增加銷售預約

讓他們對CI PLAN感興趣

首先談論與重大疾病有關新聞

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Number of Covid-19 infections in Singapore more than doubled in Sept 17-23 week



MOH said it does not think there is a need to worry as the number of people infected "is currently low compared to previous waves". ST PHOTO: LIM YAOHUI

4

增加銷售預約

讓他們對CI PLAN感興趣

首先談論與重大疾病有關新聞

你最怕患上的重大疾病是什麼？
（為什麼？ 機會高嗎？）

如果你不幸得了重病，
你可以放一年的休養假嗎？

NO：為什麼不可？
YES：如何達成？

如果有辦法讓你休息一年
而不動用你辛苦賺來的錢
你想知道嗎？

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4

增加銷售預約

讓他們對人壽保險感興趣

最近有人問我一個有趣的問題。
我也可以問你嗎？

如果明天你醒不來，
誰是受影響最大的人？（為什麼？）

在財務方面，他們將如何受到影響？

你認為他們需要多少錢才能讓生活更輕鬆一點？

你現在有那種$$嗎？/ 獲得這種$$需要多少時間？

如果我可以向你展示如何快速獲得這麼多$$，
並且不會消耗太多您的積蓄，您會喜歡嗎？

4

增加銷售預約

讓他們對退休計劃感興趣

首先詢問他們的職業。
是什麼讓你成為（職業）？

你現在可以選擇退休嗎？為什麼？

如果您不必工作，
您希望每月收到多少$$來享受生活？

什麼時候？你會用你的錢做什麼？

你現在在做什麼來節省這種錢？

如果我可以向你展示一種更快/更簡單的方法來獲得這麼多時間，
你會喜歡嗎？這樣你就可以按計劃退休？

話術：視頻講解



DASH for MDRT Module 3 - English



DASH for MDRT Module 3 - Chinese

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流量 + 信任 + 話術

人脈
營銷

系統
增值

練習
信念

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MDRT

MUST DO
RIGHT THINGS.

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Keep in touch!



ericgoesglobal

Edit Profile | View archive | Ad tools

915 posts **55.4K** followers **4,083** following

Eric Feng he/his
Entrepreneur
⚡I help companies in Asia build high perf sales teams
🌎 Spoke in 37 countries to half a million ppl
📍In Turkey 🇹🇷
⭐ On Forbes, Medium, CNA
🔗 www.knownlovedrespected.com/epic

2008

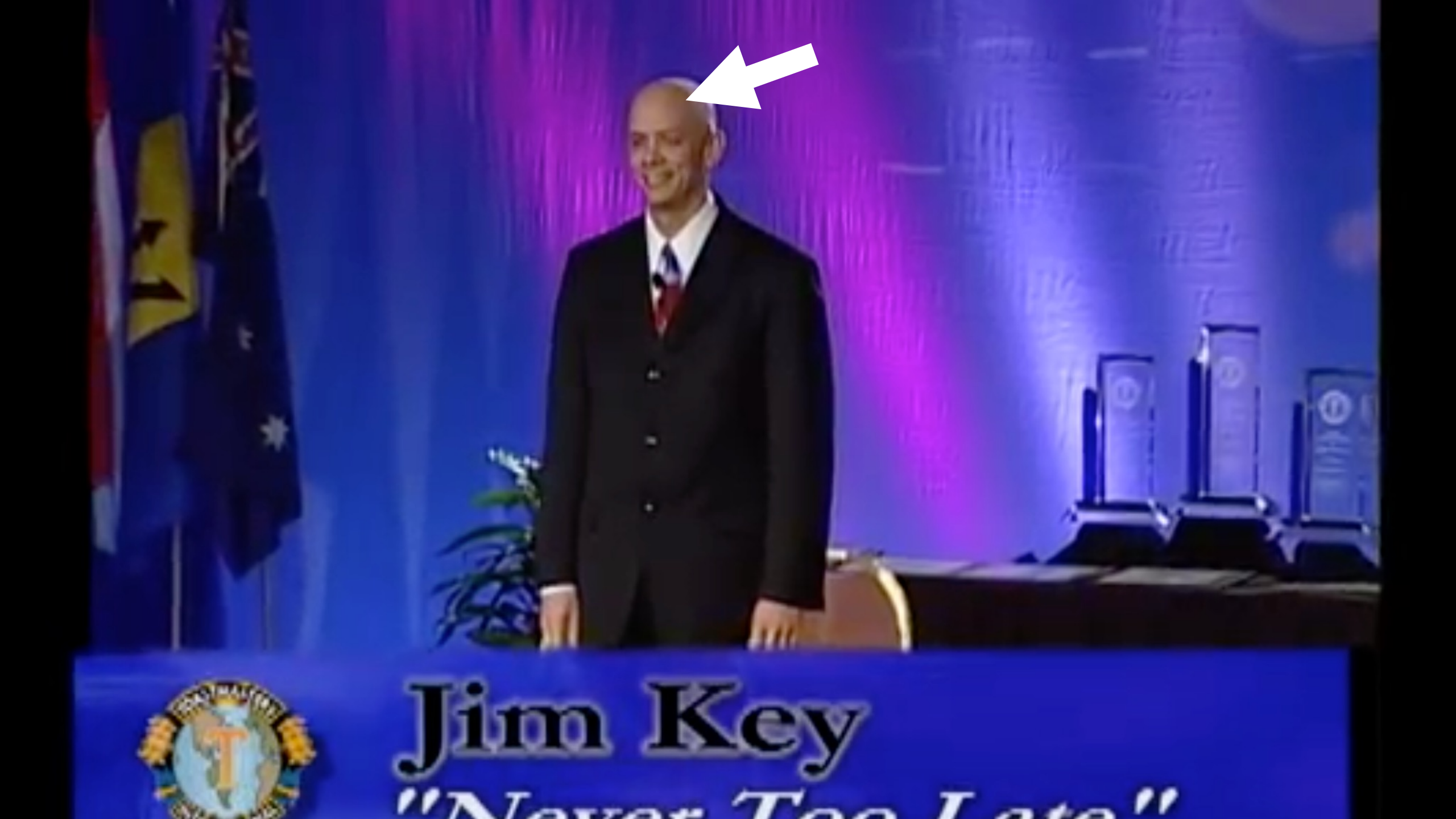


2023


FAQ
PUBLIC SPEAKING
FAQ
PUBLIC SPEAKING
ITALY


ENQUIRY




Jim Key
"Never Too Late"




#1 International Bestselling Author
15 MILLION BOOKS SOLD WORLDWIDE
ROBIN SHARMA
THE MONK WHO SOLD HIS FERRARI
A Fable About Fulfilling Your Dreams and Reaching Your Destiny
For sale in the Indian Subcontinent only




JORD'ACHE










URSE OF
LEDGE




The Hong Kong
INSURANCE AWARDS 2021




SOSYAL
MEDYANIN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事业突破:你對成功的渴望必須超越你對失敗的恐懼

馮靖勛老師

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為什麼渴望成功？

給家人美好的生活

證明我的批評者是錯的

玩樂人生，環遊世界

成為最好的我

幫助影響數百萬人



如果你不要為你的失敗找藉口
你的為你的成功找理由

馮靖勛老師

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EXIT



1 -2 appts / week -> **7-10 appts / week**

1 sales/week -> **6 sales/week**



如果你不要為你的失敗找藉口
你的為你的成功找理由

馮靖勛老師

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