AIA Hong Kong
27/F Hopewell Centre,
183 Queen's Road East, Wan Chai,
Hong Kong
T: (852) 2881 3333
AIA.COM.HK

Memo

Attn.:	All EDDs & Honorable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Financial Planners (Hong Kong & Macau)	**From:**	Andrew Tang
		Dept.:	Proposition & Healthcare Strategy, Business Activation & Analytics
Copy:	Mr. Alger Fung / Ms. Amy Chan / Ms. Alice Liang / All Department Heads / Heads of Agency Division / BPs / Call Centre	**Total pages:**	3 pages
Date:	7 July, 2026		

Subject: **A260685** **全新破解迷思助銷工具:「健康保障真 FACT CHECK」系列正式推出！**
New Sales Tool "Health Protection Myth Buster" Series is Officially Launched!

今年，公司以「**全方位保障**」為主題，**無論危疾、醫療、意外、人壽**，致力為客戶帶來周全守護。我們深明，健康是人生最重要的基石，這正正是我們推動健康保障的初心。

然而，大眾對健康保障的各個範疇往往存在各種誤解。大家在與客戶溝通時，是否也經常因而遇到不同疑問？收到各位前線同事的寶貴回饋，我們特別推出全新實戰助銷工具 —「**健康保障真 FACT CHECK」系列 – 保障篇**，專門**拆解常見投保迷思**。

此系列透過**獨家內部數據，結合實用銷售角度與話術，一針見血揭示一個個保障真相**。定期針對不同主題持續推出的「**一頁式懶人包**」，助你為客戶重塑保障思維，將疑慮轉化為黃金銷售契機！讓對話不再只停留在產品層面，更精準、有效地多角度化解客戶疑慮，建立更強大的信任！

「健康保障真 FACT CHECK」系列 — 保障篇



按此瀏覽

- ✓ 將客戶痛點轉化銷售機會
- ✓ 數據實證，增添信任
- ✓ 定期互動，真相情報

指出大眾迷思，提供真相對比

以獨家內部數據
並結合有效話術及角度
提升說服力

一句精闢道出關鍵信息

AIA Hong Kong
27/F Hopewell Centre,
183 Queen's Road East, Wan Chai,
Hong Kong
T: (852) 2881 3333
AIA.COM.HK

Memo

您亦可登入Health Corner「健康專區」及 iEngage 瀏覽及下載以上工具。

- Health Corner「健康專區」 > 銷售及宣傳資料 > 宣傳資料
- iEngage > News Feed > 市場資訊及客戶推廣 > 市場推廣及助銷策略

如有查詢，請電郵至 AIAHK.PH_SBAA@aia.com，聯絡產品主張及醫療保健業務推展部。

請將以上訊息傳達予屬下的營業同事，多謝合作！

「我們」、「AIA」、「友邦」或「友邦香港」是指友邦保險（國際）有限公司（於百慕達註冊成立之有限公司）
"We", "AIA" or "AIA Hong Kong" herein refers to AIA International Limited (Incorporated in Bermuda with limited liability)

只供 AIA 內部使用 [2]
For AIA Internal Use Only

[AIA - INTERNAL]

AIA Hong Kong
27/F Hopewell Centre,
183 Queen's Road East, Wan Chai,
Hong Kong
T: (852) 2881 3333

AIA.COM.HK

Memo

New Sales Tool "Health Protection Myth Buster" Series is Officially Launched!

This year, under the theme of **"Total Protection",** the Company is committed to supporting customers at every stage of life. **From critical illness and accident coverage to life and medical protection,** we strive to deliver comprehensive care. Health is life's most precious asset—and protecting it is the driving force behind everything we do.

However, there are often misconceptions surrounding different aspects of protection. When communicating with customers, have you ever encountered various questions as a result? In response to the valuable feedback from our financial planners, we are thrilled to introduce a brand-new sales enablement tool: **the "Health Protection Myth Buster" Series – Protection** to **reframe common health insurance myth into immediate reassurance.**

With **exclusive internal data and sales angle, it takes a direct and compelling approach to effectively uncover the truth of protection**. Through sustained market education from our **Infographic One-pager**, this tool can help to shift customer mindsets and drive new sales opportunities. Let's look beyond product selling to addressing objections effectively from multiple perspectives and building stronger customer relationships and trust.

"Health Protection Myth Buster" Series - Protection



Click Here to Browse

- ✓ Turn Customer Pain Points into Sales Opportunities
- ✓ Build Trust with Quantitative Data Insights
- ✓ Drive Sustained Engagement with Intelligence

Highlight Common Myth & Reveal the Fact

Enhance Credibility With Internal Data & Sales Angle

Key Takeaway in One Sentence

For any inquiries, please email AIAHK.PH_SBAA@aia.com to contact Proposition & Healthcare Business Activation Team.

Best regards,

Andrew Tang
Head of Proposition & Healthcare
Strategy, Business Activation & Analytics

Please convey this message to your team members. Thank you for your cooperation!