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Attn	:	All Agency Leaders & Financial Planners via EDDs & Honourable Advisors/EDDs/PSDDs/SDDs/ DDs/MICs	From	:	Agency Strategy
Copy	:	Mr. Alger Fung / Mr. Louie Ho All Department Heads / ABDD Executives	Dept	:	Management Team
Date	:	19 June 2024	Total Page	:	7 pages
Subject	:	**(**A240652**) 2024 MCV 業務啟動競賽** **2024 MCV Business Activation Contest**			

內地客戶(MCV)市場一直是公司業務增長的重要支柱，為我們帶來了無數發展機遇。為把握當前有利時機，協助同事拓展 MCV 業務，成功簽發第一張 G 字首保單，公司特別推出一項全新的競賽。只要您參與「LM1 進軍 MCV 業務市場系列」培訓，及在培訓後完成指定的任務，您便可獲得獎賞！

有關規則及詳情如下。

Mainland China Visitors (MCV) business has been a crucial driver of our company's business growth over the years. In order to seize the current favorable opportunity and assist colleagues in expanding their MCV business, we are launching a brand-new incentive plan. You will be rewarded if you participate in the "LM1 Entering the MCV Business Market Series" training, and complete designated tasks after the training!

Please refer to the attached rules and regulations of the contest.

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2024 MCV 業務啟動競賽

競賽資格:

所有財務策劃顧問

競賽日期：

2024 年 1 月 1 日至 9 月 30 日

競賽規則及獎項:

競賽將分為兩個等級。當財務策劃顧問達到其中一個等級的要求時，將獲得相應的獎勵。

等級	要求	獎賞
1	於競賽期間滿足以下所有要求： 1. 參加「進軍 MCV 內地市場系列培訓」（LM1）(參見附錄 1) 2. 於競賽結束前完成以下產品的內部牌照(參見附錄 2): • 盈御多元貨幣計劃 3；及 • 愛伴航；及 • 「尊耀」醫療計劃 (PU) /「尊耀明珠」醫療計劃(PUP) 或 CEO 產品 3. 於 CRM 中建立至少 20 位全新的 MCV 潛在客戶檔案 (必須附有微信號) (參見附錄 3)	$168
2	達到等級 1 的要求，並在 2024 年 7 月 1 日至 2024 年 9 月 30 日期間成功繕發至少 1 張 G 字首保單	$668

備註:

1. 財務策劃顧問只能獲得其中一個等級的獎賞。
2. 財務策劃顧問需要確保自己成功登記出席「LM1 進軍 MCV 業務市場系列培訓」，以供核實。

一般規則:

1. AIA 保留就調整後之競賽結果及就任何違規銷售行為追討已發放獎賞之權利。AIA 保留追討已發放獎賞之權利。
2. 所有獲獎者必須於獎賞發放時仍與 AIA 持有效合約。
3. AIA 保留隨時修改競賽規則或獎賞之權利，恕不另行通知。
4. 獎賞發放之同時， 該款項亦將列入為該財政年度之應課稅收入。
5. 如有任何異議，以 AIA 最後決定為準。

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2024 MCV Business Activation Contest

Eligibility:
All Financial Planners

Contest Period:
1st January 2024 – 30th September 2024

Contest Rules & Awards:
The contest will consist of two levels. When Financial Planners meet the requirements of one of the levels, they will be given the respective rewards.

Level	Requirements	Rewards
1	Fulfill all of the following requirements during the Contest Period: 1. Attended 'Entering the MCV Business Market Series' training (LM1) (Refer to Appendix 1) 2. Completed internal license training for the following products before the end of Contest Period (Refer to Appendix 2): • GP3; AND • OYS; AND • Privilege Ultra Medical Plan (PU) / Privilege Ultra Pearl Medical Plan (PUP)/ CEO plan 3. Create at least 20 new MCV customer profiles in CRM (must be with WeChat account) (Refer to Appendix 3)	$168
2	Fulfill Level 1 requirements AND deliver at least 1 G policy during 1 Jul 2024 to 30 Sep 2024	$668

Remarks:
1. Each Financial Planner can only receive reward from either level.
2. Financial Planners are responsible for ensuring that their attendance is recorded when they participate in a 'LM1 Entering the MCV Business Market Series' training.

General Rules & Regulations:
1. AIA reserves the right to recover the distributed rewards based on the adjusted contest results and any sales behavior that breaches the rule of conduct. AIA reserves the right to recover rewards issued.
2. Qualifiers must hold valid contracts with AIA at the time the awards are paid out / redeemed.
3. AIA reserves the right to amend any of the rules of this contest or offer alternative gifts at any time without prior notice.
4. The bonus payment is taxable income in the taxation year when the payroll is arranged.
5. In the event of dispute, AIA's decision is final and conclusive.

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附錄 1: iAcademy 重溫 - 進軍 MCV 內地市場培訓

Appendix 1: "Entering the MCV business market training" on iAcademy



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附錄 2:內部牌照線上學習及評測

Appendix 2: E-learning and assessment of product internal licenses

iAcademy > 網上學習 > 內部牌照。
iAcademy > E-Learning Training > Internal License.





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附錄 3: 使用 CRM 新增準客戶 (微信號)

Appendix 3: Using the CRM Platform to create new customer profiles (WeChat account)

CRM客戶關係管理平台 - 新增準客戶 (微信號)



CRM客戶關係管理平台 - 新增備註 「#MCV」



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