



## 駱忠宏 Lok Chong Hong 保險軟技巧培訓師

馬來西亞籍華人，2006年加入壽險業，並於保誠保險培訓機構任職。2009年創立屬於自己的培訓公司，並開始於各大保險公司和組織進行培訓及潛能開發的工作。

為了能夠更有效地協助保險組織與個人達到成長與突破，忠宏在這期間累計了大量與保險組織共同工作的經驗，並專研了許多如何讓保險從業員更有效率發揮效能的學問。擁有NLP Coaching教練技術文憑，以實際有效的方式，協助學員們達到突破，完成目標。

此外，忠宏也是各大保險公會與組織例如 PRULIA, LUSEB, NAMLIFA, 華峰等大會的受邀演講嘉賓。擁有上千場的培訓經驗，同時協助各大壽險組織取得顯著地實際業績成長。

忠宏目前專注於“軟技巧”的培訓（主要集中於心態和銷售技巧）。業務遍及全馬及新加坡。

### 配合的對象

- \* 友邦人壽Prime Business（全馬最佳代理）
- \* 保誠人壽PME（全馬最佳代理）
- \* 蘇黎世人壽FCS（全馬最佳代理）
- \* 大東方人壽
- \* 豐隆人壽

### 培訓課程

- \* WAP 三和心靈課程
- \* WRP 三和招募課程
- \* WLP 三和領袖魅力課程
- \* WBOP 三和創業說明會

演說語言：華語



三和培訓創辦人

NLP 國際導師

NLP 諮詢師

NLP 高級執行師

NLP 教練技術

馬來西亞保險機構認證  
BAMC 講師

馬來西亞金融管理機構  
認證 RFP 講師

薩提爾全人發展中心專  
業輔導畢業生

美國壽險管理師 LOMA

美國保險營銷和調查委  
員會認證

MFA 財務管理顧問



## Lok Chong Hong

Lok is a certified NLP Trainer, taught by one of the original NLP co-founding group, a trainer and developer of NLP since 1975, Ms. Judith DeLozier of NLP University. Since being exposed to NLP in 2006, he has spent countless hours perfecting his knowledge and skills of NLP.

Lok also joined PAMB(Prudential Assurance Malaysia Berhad) since 2006 as an in-house trainer. He began set up his own company since 2009.

He began applying NLP in his training work with the insurance agencies. Apart from his thousands of training hours, he has spent hundreds of personal hours coaching and guiding agents and agency leaders, helping them create breakthrough-results in behavioural change as well as agency sales performance.

Beside, Lok also be invited by several famous and important Insurance related organisation, for example: NAMLIFA, MANLIPS, LUSEB, AIAFAM, PRULIA

### Clients

- \* AIA Berhad
- \* Prudential Assurance Malaysia
- \* Great Eastern Life Assurance Malaysia
- \* Hong Leong Assurance
- \* Tokio Marine Life Insurance
- \* Allianz Life Insurance
- \* Manulife Insurance Malaysia
- \* AIA Singapore
- \* NTUC Income Singapore

### Training Program

- \* WAP – Wholesome Attitude Program
- \* WRP – Wholesome Recruiting Program
- \* WLP – Wholesome Leadership Program
- \* WBOP – Wholesome Business Opportunity Presentation

Language: Mandarin



Founder of  
Wholesome Training

NLP Trainer

NLP Consultant

NLP Master  
Practitioner

NLP Coaching

BAMC Certified Trainer  
(MII)

Certified RFP Trainer

Virginia Satir Model  
Professional Counselling

LOMA - ALMF

LIMRA - MFA