

## HOW TO BUILD A SUCCESSFUL FINANCIAL PLANNING BUSINESS



### About the Workshop Speaker

Apelles Poh is the author of the National bestselling inspirational book Live Well, Love Much, Laugh Often. His second book Facts Tell, Stories Sell has just been released. He is also a past president of the IFPAS Toastmasters Club, and has competed and emerged as the Pan South East Asia 1st Runner-Up in the 2001 International Toastmaster Speech Contest, comprising of top speakers from Singapore, Malaysia, Indonesia, Hong Kong and Thailand.

As an experienced Certified Financial Planner™ who also holds a Masters in Financial Planning, Apelles has qualified for MDRT for 11 consecutive years, with another 4 years of COT, and 5 years of TOT Honours.

He was awarded the inaugural Singapore Financial Adviser Representative of the Year 2004 by the Asia Financial Planning Journal.

Despite his heavy schedule, Apelles has also been actively engaged in coaching and training for the past two decades. His thought-provoking teaching has been enthusiastically received, both locally and overseas.

Besides being a frequent speaker in non-insurance related companies, he has spoken at agency or company level in AIA, Aviva, Manulife, Prudential, GE, Namlifa, MFPC, MCHFC, IFPAS (S'pore), IFAST (India), Bojin (Beijing) and AFA (Malaysia).

Apelles has been featured in the Straits Times, Sunday Times, Business Times, Berita Harian, Fundsupermarket, Asia Financial Planning Journal, Smart Investor and Her World Magazine. He has also appeared 'live' on "The Living Room" on News Radio FM93.8 to talk on Financial Planning and was interviewed by the Tokyo Broadcasting System Television, on his success story as a financial planner in Singapore.

### Workshop Outline:

Apelles will share on his 21 years journey in the financial services landscape, and on the systems and processes developed to grow from product selling to creating a practice generating in excess of a million dollars annual sales revenue.

And recently, in the IFAST 2015 Annual Awards, he bagged 5 trophies, including the Top AUA and New Business Net Sales Award.

Come and discover the 5 pillars of building a successful financial business – Passion, Professionalism, Profitability, Processes and Purpose and how they can work for you to grow your life and your business.

FEE: Representative Member - \$30.00 ( ) FA Firm Member - \$40.00 ( ) Non-Member - \$50.00 ( )

<b>NAME</b>	Mr/Ms		<b>DESIGNATION</b>		
<b>COMPANY</b>					
<b>ADDRESS</b>					<b>POSTAL</b>
<b>CONTACT</b>	<b>OFFICE</b>		<b>MOBILE</b>		<b>EMAIL</b>

**PAYMENT:** ( ) CASH ( ) Cheque: Bank: \_\_\_\_\_ No. \_\_\_\_\_

### When & Where

**Date** : 7<sup>th</sup> May 2015 (Thursday)

**Time** : 1000 - 1300 hrs  
(0930 hrs Registration)

**Venue** : iFAST Training Room  
 10 Collyer Quay #26-01  
 Ocean Financial Centre  
 Singapore 049315

**Closing Date:** 30<sup>th</sup> April 2015

**3 CPD Hours for SKILL**

AFA(S) Appointed Representative

Send & Mail Cheque Payable to:  
**Association of Financial Advisers (Singapore)**  
 1003 Bukit Merah Central  
 #04-23 INNO Centre  
 Singapore 159836  
**Telephone:** 6273 8823  
**Email:** secretariat@afas.org.sg  
**Website:** www.afas.org.sg