



Management & Training

Advisory and Consultancy Services



We Believe Truth is Power!

Anthony Chin

ACPG Founder cum CEO
ACPG 创办人兼首席执行官



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ACPG Management & Training Consultancy

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About SPOT

Established in 1998, ACPG Management & Training Consultancy is a training and a management consulting firm specializing in Medical Insurance, Medical Insurance Claims Handling, Risk Management and Human Resource Development.

Helping the organization is Mr Anthony Chin who has over 23 years of marketing and lecturing experience in the life and general insurance industry. With the ever changing landscape taking place in the insurance industry, we have from time to time developed new and practical training programs encompassing both technical and soft skills to meet the organizational strategic and staff/agency training needs.

We are confident that we can continue to grow, expand and achieve our goals and objectives in line with our Vision to be a truly Professional Organization renowned for our Innovations and Training Excellence.

SPOT Training Programs

(Course Outlines to be provided upon request only)

Insurance / Technical

- Introduction to Risk & Insurance (Basic)
- Insurance Familiarization Programs for New Recruits (Basic)
- Medical and Accident Insurance (Basic)
- Medical Insurance & Claims Handling (Basic / Intermediate)
- Personal Lines Insurance & Cross Marketing (Basic)
- The 3Ps of Insurance (Intermediate)
- General Insurance Claims Handling

Non Technical

- Goal Setting & Action Plan for Insurance Marketers
- Performance Appraisal for Insurance Managers
- Insurance Presentation Skills

Classroom Sessions

Our classroom sessions focus on providing you a theoretical orientation on the core concepts. As we improve your knowledge of the concepts, we also demonstrate how these concepts are applied in practice.

Tool Room

In the tool room, we focus on improving your knowledge of the tools used in the trade. Each of our Skills Development Centres is equipped with the latest tools and technologies, as applicable for different vocational training courses.

Practical Training

SPOT's skills development centres are equipped with practical labs where students are encouraged to apply the theoretical concepts. Quite often, we supplement our training sessions with industrial tours or sessions by visiting faculty members. During these sessions, our students get to clear their doubts and obtain practical tips from the experts.

Computer Based Tutorials

SPOT has invested in developing industry's best courseware. Technology is a key feature of our courses and audio-visual aids are used extensively for effective training.

Evaluation

Examinations are conducted periodically to evaluate each participant. Rigorous training and periodic tests are part of preparation of SPOT's training methodology.

Soft Skills Training

At SPOT, our mission is to make our student more employable and, therefore, we focus our efforts on improving your communication skills, educate you on manners, and make you aware of the behavioural aspects of your personality. Some of the soft skills you learn are communication skills (Both in English and in the vernacular language of your region), presentation skills, self management, resume preparation, interview facing techniques. These soft skills will help you achieve your potential as you get back into the industry.



ACPG Founder & CEO Profile

Mr Anthony Chin (AC)

Master of Business Administration (MBA, USA).

- More than 22 years of experience in Financial Management and Insurance Business Development.
- 20 years of experience in Asset Management Development.
- 18 years of experience in Operations Management and Business Training Consultancy.
- Training & Consultancy in Financial and Asset Management Service.
- Appointed as Marketing and Corporate Training Consultant by a multitude of financial groups.
- Chief Executive Officer of ACP Group.
- More than 1000 experience-sharing talks attended by sell-out audience.
- Founder of "Power of Truth" Success Training Programme.
- Founder and Principal Consultant of Malaysia Medical Insurance Organization (MMI).
- Founder and Principal Consultant of Malaysia JMB Insurance Organization (JMBIM).
- Appointed as Chief Advisor by SABA Association.
- Appointed as Chief Advisor by Malaysia Gold Financial Council.



**LEADERSHIP
TRAINING &
DEVELOPMENT
SYSTEM**

**Principle
Consultant
首席顾问**

Anthony Chin
ACPG Founder cum CEO
ACPG 创办人兼首席执行官

SPOT
POWER OF TRUTH SYSTEM

Anthony Chin (AC) 简介1 :

- 现任优胜国际集团 ACP GROUP 首席执行官兼首席顾问。
- 现任马来西亚医疗保险机构
MALAYSIA MEDICAL INSURANCE ORGANIZATION (MMI)
首席执行官兼首席顾问。
- 现任马来西亚JMB保险机构
MALAYSIA JMB INSURANCE ORGANIZATION (JMBIM)
首席执行官兼首席顾问。
- 真理力量 SPOT 能赢成功学 创始者。
- 拥有20年的销售和管理亲身实战经验，曾经到过超过20个国家，进行实地考察。
- 在 AC 的销售和管理生涯中，曾多次荣获的国际公司的《最佳销售和管理》荣誉奖。
- 曾主讲大，小型讲座会的次数，远远超过千场。
- 精专于企业品牌定位，市场定位，管理系统定位，销售整合定位，培训定位。
- 非常注重教育训练，并且亲身传授本身丰富的销售和管理实战经验，他给予自己的使命就是去帮助无数的销售和管理人成功，过后亦让他们去帮助更多人成功，以便落实《真理价值转换站》理念。
- 人生当中，最喜爱的座右铭就是 [真理就是力量 Power of Truth, Truth is Power.]

Anthony Chin (AC) 简介2 :

- 工商管理硕士 (MBA, USA)。
- 美国百万圆桌 (MDRT, USA) 合格会员。
- 超过23年 (开始于1989) 的保险事业经验。
- 超过 12年的金融界管理及市场拓展经验。
- 曾是著名保险公司最年轻的高级组织经理。
- 拥有18年的组织管理包括训练、保健管理及顾问服务。
- 拥有16年运作管理及企业顾问公司的经验。



真理成功学

Anthony Chin
ACPG Founder cum CEO
ACPG 创办人兼首席执行官

SPOT "真理力量"能赢成功模式

- 企业哲学：真理力量“知难行易”能赢哲学！
企业导向：能赢导向，策略导向，系统导向！
企业使命：培育更多创业赢家；共同创造更多全球商机！
企业宏愿：营造能赢公司，创造能赢产品，协造能赢伙伴！
企业精神：“我们还可以更好”的能赢精神！
企业信念：相信公司，相信伙伴，相信制度，
相信能赢系统，相信能赢优势！

SPOT 真理力量成功学课程

- 01) SPOT 真理力量成功学的七堂课
- 02) SPOT K H 成功学 (KNOW HOW)
- 03) SPOT 潜能成功学
- 04) SPOT 心态成功学
- 05) SPOT 习惯成功学
- 06) SPOT 行动成功学
- 07) SPOT 关系成功学
- 08) SPOT 领导成功学
- 09) SPOT 推销成功学
- 10) SPOT 魅力成功学
- 11) SPOT 创业成功学

SPOT Power of Truth System 成功学 (Success Training Program)

能赢系统 (理念、原则、方法、技能)

- | | |
|----------------------|--------------------|
| • SPEED | 速成训练课程 (STP) |
| • BREAK | 基本管理训练课程 (BMTP) |
| • KNOW HOW | 提升效率训练课程 (KNEP) |
| • FORMULA "WIN" | 领袖能赢训练课程 (WLTP) |
| • WINNER & TEAM WORK | 能赢训练营 (WTCP) |
| • POWER OF TRUTH | 知难行易“能赢成功学” (SPOT) |

