

BEAT THE CHANGE, BECOME THE CHANGE

Tell us a little bit about yourself.

I am Samuel Soon. I am married to my beautiful wife and we are raising four wonderful children together. I have a bachelor degree in Electrical and Electronics Engineering. I love music and I play the bass and acoustic guitar on Sundays in church. On most weekend mornings, my wife and I would go for a run and we would participate in marathons for about six to eight times a year.

When and how did you join the insurance industry?

Both my wife and I had an engineering company and during the subprime crisis we had to close the business as the engineering service industry was badly affected. Then, we joined the insurance industry in 2009 as a life and general insurance agent. With the support of family and friends, we thank God that our agency, Anora Agency, was established the following year.

What do you find exciting about insurance?

I never knew insurance is so exciting! Prior to joining the industry, I thought insurance was just about a boring piece of contract whereby it promises to pay under certain contractual obligations. But, now I find fulfilment in seeing how I am part of the process. Seeing how we help others when I see claims are paid to the affected businesses due to unfortunate events, financial assurance and assistance to clients who are under critical medical attention and the expression of gratitude and confidence expressed by clients. I see all these as an encouragement to pursue this meaningful career.



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What are the challenges you face as an agent?

In the beginning it was rejection. But then as I move forward, I realised that rejection was not the issue at all. People come from all walks of life and their personal views of insurance differs. Some are due to a bad experience, some are due to a belief system that they have adopted and some are afraid to discuss about it. These then poses a challenge to me to find a solution to "bridge that gap", bringing them to understand the application and importance of insurance coverage. Some clients find it assuring when I share examples of how insurance have helped other clients. Some would require a technical explanation on the policy wordings. Some would just want to wait and see if I am serious about my career and they purchased later in time.



Sam with his wife during a palace tour, dinner & concert at Charlottenburg Palace Berlin



A group photo of Allianz Eagles taken in front of Reichstag building, Berlin in 2015



Sam during a trip around Germany

What is your most memorable experience as an agent?

In the beginning of 2011, we were working on a complex case whereby the previous insurer I was attached to didn't manage to accede to the client's needs for certain coverage that was requested. It was a two years battle for us. Then when I joined Allianz, I told the client that I would want to try to that same case again. We worked on it for another approximately one and a half years, meetings after meetings in Head Office and back to the client for reporting and presentation. In total we lost three years of policy renewal battle to their current insurer. But in May 2013, we managed to deliver a policy that fits the needs. A battle won, an achievement with educational experience attained worth a lifetime! This is memorable.

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Sam at Lucerne Old Town of Switzerland, one of the famous restaurant Old Swiss House

How do you remain up to date with the changes in the industry?

Besides the mandated CPD hours required, I attend trainings and I practice personal proactive subscriptions to coaching by other professionals or conferences. Reading and video materials are plenty online. So, I often download them for reading during my travels and non business moments.

What motivates you every day?

I consider myself a self motivated person. Financial freedom was my initial motivation. Today, the fulfilment in this business I spoke about earlier has become my key motivator.

What is your passion?

Sports! In school, I used to play squash and basketball. About six years ago I took up XC mountain biking. Then approximately four years ago, my wife and I started running. We started off with 5km and 10km. Then we did many 21km runs for about two years before running the full marathon. Just recently we completed our first 50km ultra marathon. We hope to do a 100km next year!



Sam inside the Ice Palace at the Top of Europe, Jungfrau



Sam with his wife in Switzerland at the Top of Europe, Jungfrau



Touring around Interlaken, Switzerland

What is your principle in life?

Integrity! Which is what the name of my company stands for - Anora. Integrity promotes trust and lasting friendship. It takes time to build this principle in one's life and business dealings but, the legacy one leaves behind is timeless and priceless. The demand for business integrity is high but at the same time it is hard to find.

What would be your words of wisdom to aspiring agents?

Insurance works on the principal of indemnity. It's a promise to pay based on the exchange of premiums and contractual papers. Our job is to deliver that promise through excellence in our service. That service will be tested when claims arise - it's our duty then to perform at the highest level to ensure the unfortunate ones are compensated and restored financially. Practice integrity and stay focused to embrace long term relationship and friendship with clients, as this business is similar to a marathon run.