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Preface by Tan Sri Kong Hon Kong

The past 27 years have seen many challenges and hindrances in my path of building Nirvana, yet with the mindset that ‘nothing is impossible’, coupled with a very clear business direction, and through my incessant determination and persistence, not only have I managed to transform the traditional, morbid impression of local bereavement concept, into one that fuses arts, picturesque landscape, and resort-like architecture, but had successfully been recognised as a ‘blue ocean entrepreneur’ because of achievement.

Truth be told, I honestly feel that mine is not just a simple ‘from zero-to-hero’ story, but more of a revolutionary legend which started when I was looking for a piece of burial land for my late father in law back in 1985. Back then, the unacceptable quality of bereavement care, and the eerie and morbid feeling that transpired the moment we talked about a typical Chinese cemetery, got me into thinking of the possibility of revolutionizing the industry. I started off the journey right away in trying to first obtain the license of operation, and even though I was rejected many times, I remained unperturbed by the entire situation. In 1990, a very first national land code was approved, and I could finally go all out in developing the nation’s very first privatized Chinese memorial park!

In 1994, our group successfully adopted the unprecedented direct sales strategy, and in the short span of 2 ½ years, from a team with only a few agents, we successfully expanded exponentially to tens of thousands of agents, witnessing very remarkable sales growth in the process as well. Later on, in order to accomplish even greater goals, I steadfastly went on to adopt the agency system, which went on to prove that it was a bold move well taken.

To date, our group has managed to establish 13 local branches, with overseas branch located in China, Vietnam, Singapore, Indonesia and Thailand respectively. The past years have seen us expanding very aggressively locally and globally. It is with the strongest conviction, that I believe we could all become the world’s largest bereavement company, so long as we stay united together, and walking the same path, with the same goal in mind.

Last but not least, it is my sincere wish for all agents to invest in yourself, and wholeheartedly build and develop your own agency and, thereby, your career. It is with this intention in mind, that the Business Development Handbook is compiled. Hence, I am confident enough to ascertain that it fuses many of the wisdom from past and present agency leaders, and so long as each and everyone of you are able to practice what is being preached in the manual, you are sure to carve a niche for your own self and your agency in no time. All the best to you.



Preface by Dato' Jerry Yu

Due to the robust technology and humanity growth in the 21st century, the concept of 'living well, leaving well', coupled with the emphasis on contemporary wellness concept, has resulted in the topic of death being discussed widely amongst the public, and the bereavement industry to be an industry that many would look up to. As an avenue where humanism, culture and filial piety can be passed on as a legacy, Nirvana Asia Group aspires to also groom capable leaders with the highest standard of professionalism and business ethics moving forward.

Over the past 27 years, Nirvana Asia Group has been at the forefront of creativity and innovation, incessantly working its way towards humanistic landscaping for the memorial park, and adopting ancient Chinese architectural design for its building. Yet within the precious land of modern days, effort has been made to ensure ample space for those who pay homage to the departed loved ones.

Our agency force plays a pivotal role in terms of company's revenue, for without a dynamic team, it is impossible to grow and expand our business, which certainly is a known fact to all. In order to ensure continuous growth within the group, we need a complete troop of agency force. With great persistence and diligence, we can all create a successful Nirvana career for all.

Throughout NV's 27 years of history, be it knowledge regarding starting the Nirvana business, or agency development, we have gathered much wisdom through agencies' contribution. And Agency Training Department takes pride in consolidating--with painstaking effort--the gist that centers around the series of professional knowledge, and compile it into a bilingual, versatile, and suitable-for-all AGENCY MANUAL. The MANUAL is very practical--especially for new agents who probably do not know where to begin--in that it showcases how we can leverage on proven methods that works, to work our way towards SD, DSD, BDD or even CBDD, thereby building our very own Nirvana kingdom.

Regardless of industry, most, if not all, successful entrepreneurs in their respective discipline, have all but one common trait in them, and that is:

To simplify what is complicated, and wholeheartedly carry out the simplified methods repeatedly.

It is believed that as long as agents follow and utilize this HANDBOOK religiously to expand and build your own esteemed team of agency, we can all achieve great success in our Nirvana career together.



Preface by Jack Liu

You may have joined Nirvana career under a coincidental circumstance, a rare opportunity to really carve a niche, and make a mark for your own self.

On the very first day of joining, you are just but ‘one of the candidates’ in the career, and your mindset - and how you inject passion into the business-would be the sole determining factor of how successful your Nirvana career would be.

Nirvana career is a fusion model of direct sales, agency development and management, and the core value comprising culture, humanism, heritage, arts and filial piety. From a certain perspective, the new agent in Nirvana career can be likened to pre-school level students of the bereavement industry, moving onto elementary, secondary, tertiary, and doctorate level thereafter. With the accumulation of professional knowledge and experience, your team would grow from strength to strength, and you would enjoy promotion from SD, to DSD, BDD and even, CBDD. And before you know it, you have joined the Nirvana MDRT league.

Agency team above the SD level is a separate entity all by itself. That said, what it really means is that from back-end support (from Nirvana staff), to strategic planning, and even at the battlefield of conducting the sales process, the agency leader must be an all-rounder. As the saying goes, ‘read and be well-read’, if the spirit of lifelong learning is cascaded down to all agents in your team, coupled with the go-getter approach of leaving no stone unturned in the front end of sales, your esteemed agency would ultimately achieve great success in no time.

By consolidating-with painstaking effort-the gist that centers around the series of professional knowledge accumulated by agents throughout the years, and compiling it into a bilingual, versatile, and suitable-for-all AGENCY MANUAL, it is believed that we can provide an ‘Easy Learn, Easy Use’ AGENCY MANUAL that agents can easily comprehend and put into action to ‘learn anytime, any where’, and to ‘close orders anytime, anywhere’, which, incidentally, is the initial intention of why the MANUAL is compiled.

As with the progressive stages of education, from elementary, to secondary, tertiary and doctorate level, we too have different level of pre-requisites and requirements when it comes to the requirements for the various level of agency ranks in Nirvana. The MANUAL is a compilation of the wisdom of all leaders from past to present. Therefore, so long as we learn the gist of the MANUAL whole-heartedly, and put in into action repeatedly, we would be able to reap what we sow consistently.



Welcome to Nirvana Business

The objective of publishing the Agency Manual is to provide an easy learning method for those who had just started their career with Nirvana. The fastest way to succeed is always to learn from those who have made it. By following the techniques closely, it is believed that you would be able to charge forward fearlessly and succeed in Nirvana career.

To succeed in Nirvana career, not only do we need to be equipped with technical know-how, we must also walk the talk.

For agents who are new, it is necessary to have a positive attitude, and it's only by taking ownership, overcoming the inner fear, can we embrace success.

3 things that new agent should have upon joining Nirvana's business:

1. Strong desire
2. Keep learning
3. Never give up

And eventually, you would definitely taste the fruit of success!

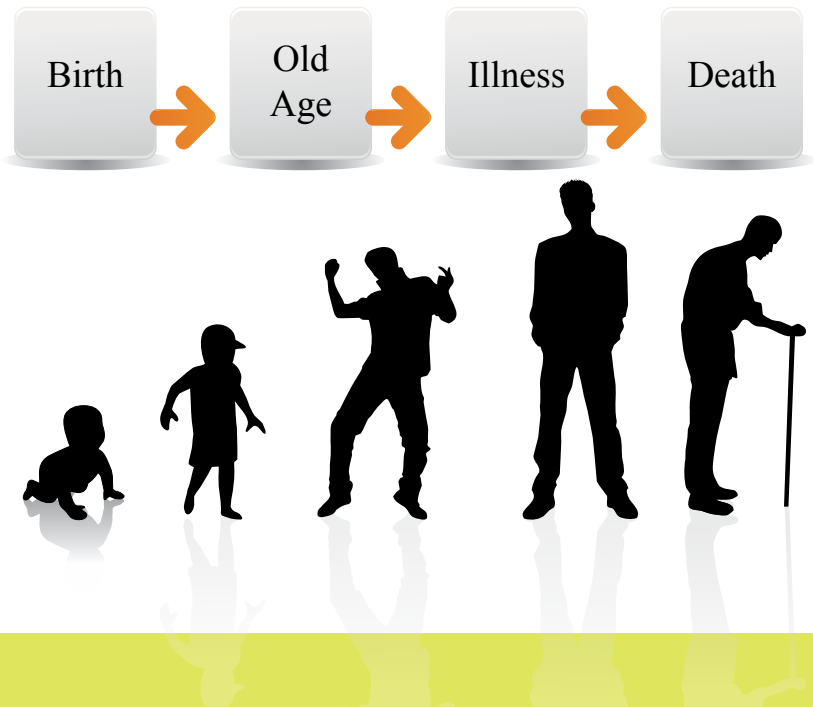


Chapter 1: “Nirvana is MY CHOICE”



Bereavement Industry

Some people may claim that we came to this world by chance. But, there is one thing that is certain to happen, i.e death. This simply means that Bereavement industry is a necessity, having to deal with an inevitable matter. Since the olden days, the Chinese society has been holding tight to the tenets of Confucianism (Ruism) that champion the cultivation of virtues. Filial piety is the foundation and most important element of all virtues. And the Chinese culture places a great emphasis of filial piety on the funeral rites and customs.

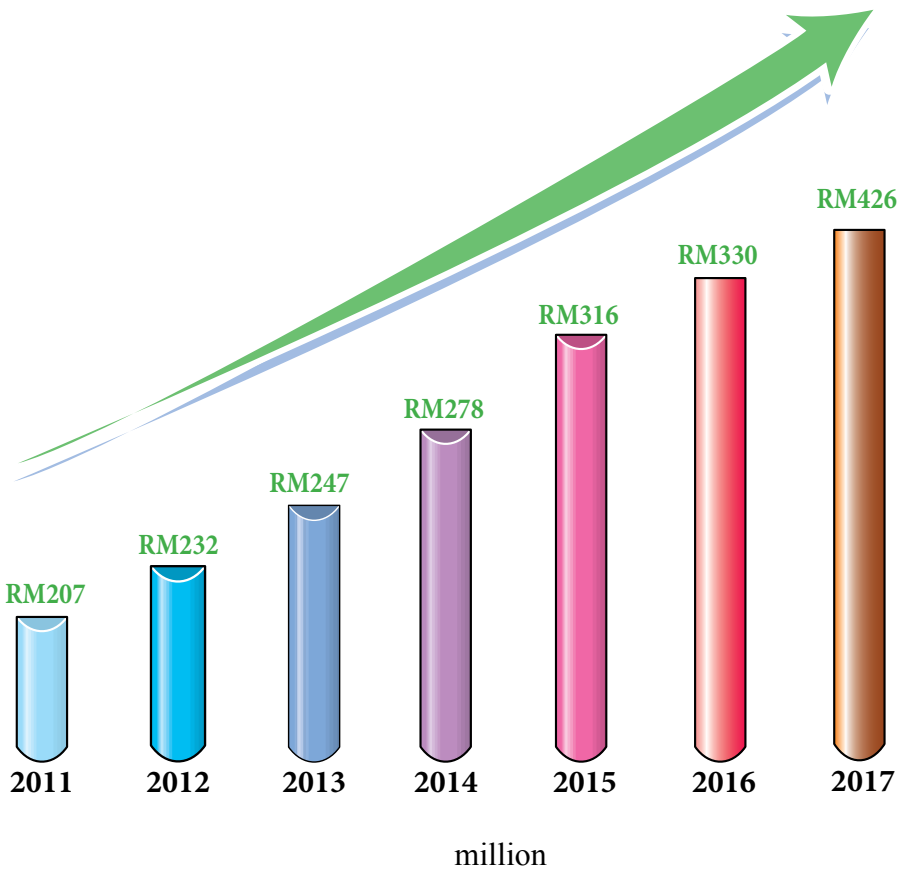


Professionalism is the Key

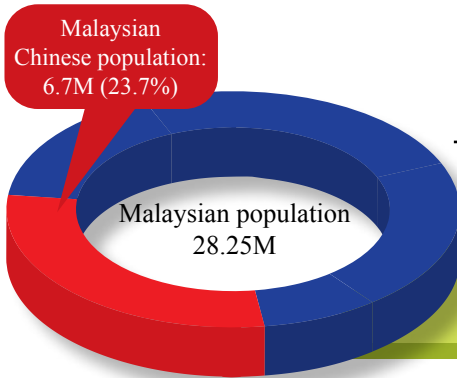
The realm of professionalism has redefined the modern days' funeral services with corrected misconceptions. Gone are the days when a public cemetery used to imprint an image of ghastly feelings. And "making a business out of death" can no longer be construed as money-making strategy. Death is sacred and this means it's a serious business that warrants utmost professionalism through specialized services, from management to personalized propositions, cultural enrichment, landscaping and spiritual backyard. On that note, the departed souls deserve a dignified, peaceful and harmonious environment as their final resting place. After all, life is a continual process with endless new beginnings.



KL Branch Sales Performance for Past Few Years



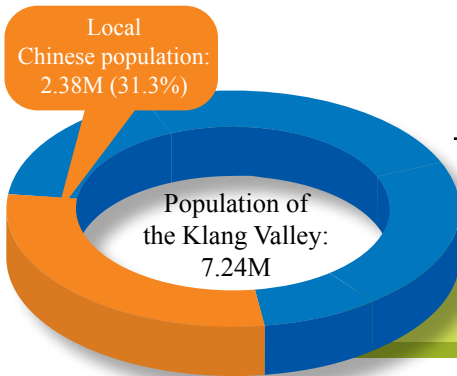
Huge market for funeral business: Nationwide



Average funeral cost per person:	RM20K
X Malaysian Chinese population:	6.7M
Market potential:	RM134 B

Just tap on the 1% market share alone you already have a market potential of RM1.34 Billion!

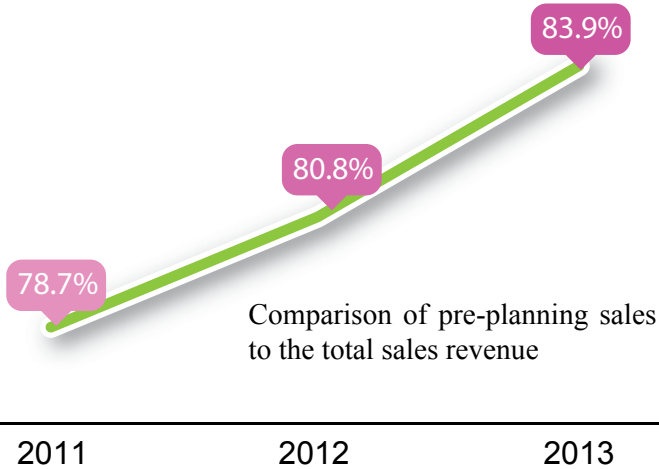
Huge market for funeral business: Klang Valley



Average funeral cost:	RM20K
X Local Chinese population:	2.38M
Market potential:	RM47.6B

Tap on the 1% market share to enjoy the market potential of RM476 Million annually

“Planning Ahead” right now! (Pre-Planning)



The induction of pre-planning concept has been a big success since 1990. It just goes to show that the “pre-planning” market potential of funeral services and products outweighs the “instant” market just like that. According to the statistics audited and released by Frost & Sullivan (based on transacted sales contracts).

- Nirvana commands a nationwide market share of 56.3% for the “pre-need” death care segment;
- No other competitors take up more than 6% of the overall market share;
- The “pre-need” sales for 2011, 2012 and 2013 contributed up to 78.7%, 80.8% and 83.9% to the overall sales respectively.



About NIRVANA

The origin of our name

The name “NIRVANA” means “a state of perfect happiness” in layman term. Adopting “NIRVANA” (transliterated as “Fu Gui” in Chinese) as the corporate name implies creating a society of abundance, peace and harmony as its yardstick of wisdom.

Our Vision

Our vision is to be a caring and responsible organization. We are committed to providing quality service to clients with utmost personal care and attention.

“We Care, We Provide”

5-Star Nirvana Memorial Center

Kuala Lumpur



It's the Largest Funeral Solutions Provider in Asia!



Malaysia

- Nirvana Memorial Park (Semenyih)
- Nirvana Center Kuala Lumpur
- Nirvana Memorial Park (Shah Alam)
- Nirvana Memorial Park (Klang)
- Nirvana Memorial Park (Kulai)
- Nirvana Memorial Park (Segamat)
- Nirvana Memorial Park (Tiram)
- Nirvana Memorial Park (Kota Kinabalu)
- Nirvana Memorial Park (Sibu)
- Nirvana Memorial Park (Penang)
- Nirvana Memorial Park (Bkt Mertajam)
- Nirvana Memorial Park (Sg Petani)

Singapore - Old Chua Chu Kang

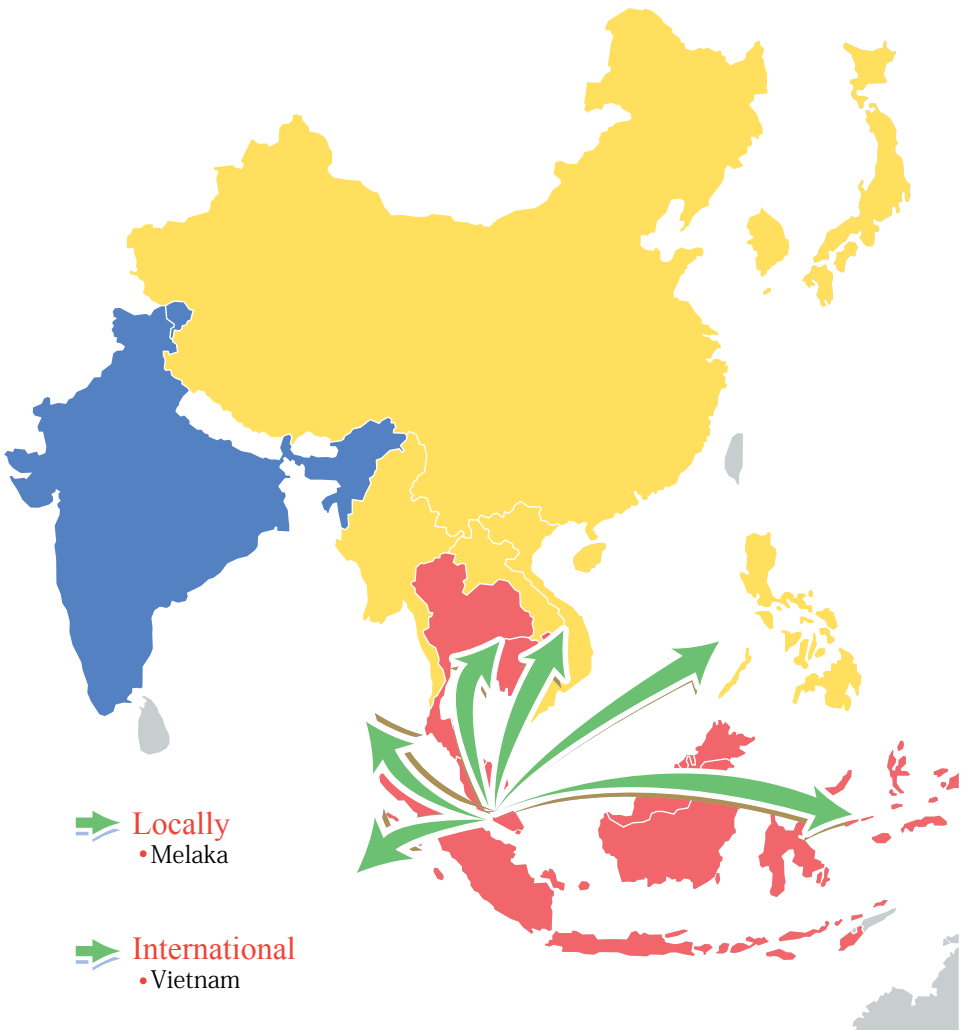
Indonesia - Jakarta
- Medan

Thailand - Ban Bueng

China - HuiZhou

The vast international sales network is the best evidence of Nirvana being a trusted brand of quality services.

Moving Forward with Nirvana's Dynamism



Nirvana was established in 1990, starting with Semenyih Nirvana Memorial Park on a humble 50-acre land. Today, the overall land area of all the memorial parks of the entire Nirvana group has exceeded 1,700 acres and the group is stamping its mark on a global scale.

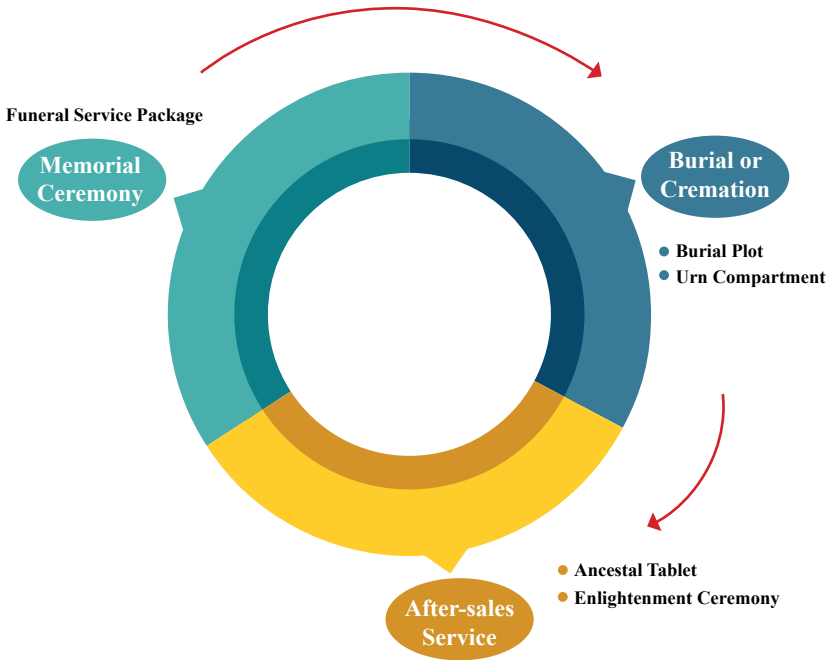


Numerous Accolades to Stand Out from the Crowd

- Asia's Best Companies 2015 (Ranked No. 1 in Hong Kong)* in The 2015 Asia's Best Managed Companies Poll' by Finance Asia
- The 2014 Asia Funeral and Cemetery Expo & Conference (AFE)
 - Field Sales Marketing Strategy Award
 - Corporate Social Responsibility Award
- The 2013 Asia Funeral and Cemetery Expo & Conference (AFE)
 - Asia Pacific's Most Outstanding Award
- The 2012 Asia Funeral and Cemetery Expo & Conference (AFE)
 - Asia's Most Outstanding Brand in Funeral Services Industry
 - Asia's Outstanding Award in Multi-National Expansion
- ISO 9001 : 2015 International Quality Management Certification
- Entry into the Malaysia Book of Records
- Champion in National Landscaping Competition for Non-Muslim Religious Structure (1996 and 2000)

*Hong Kong's Best Small Cap

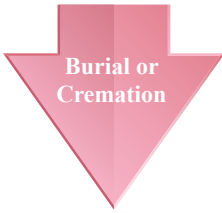
One Stop Solution with Multi-Faceted Services



One Stop Solution with Multi-Faceted Services



One Stop Solution with Multi-Faceted Services



for Burial Plot

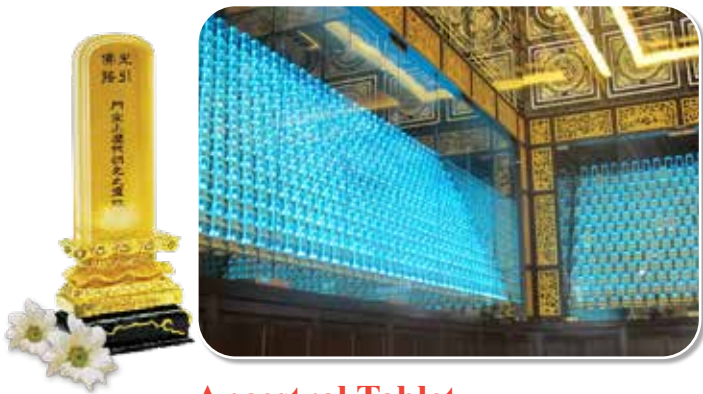


for Urn Compartment

One Stop Solution with Multi-Faceted Services



Enlightenment Ceremony

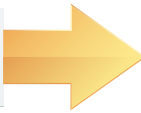


Ancestral Tablet

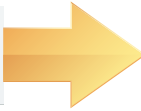
One Stop Solution with Multi-Faceted Services



1 Baby Paradise



2 NV Seed



3 Eternal Blessing
Light



4 Pet Garden



A Worry-Free and Peace of Mind Proposition

Guaranteed property rights

- ➔ A **legal contract** certificate ownership is accorded to every customer who purchases Nirvana products and services, which clearly assures the **perpetual land-use rights**.



- ➔ RHB Trustees Berhad is the custodian of the Perpetual Maintenance Trust Fund for Nirvana products and services.
- ➔ Nirvana’s **Perpetual Maintenance Trust Fund** guarantees the following maintenance services:
 - To ensure the cleanliness and proper maintenance of all buildings, infrastructure and memorial parks;
 - To provide 24-hour security measures around the memorial parks;
 - To provide park clean-up services;
 - To ensure the beauty of the landscape, including park pruning, mowing and grooming.

About the Leader

- Born in 1954 in Kuala Lipis, Pahang
- Humble beginnings; Entered job market as a clerk at the age of 20
- Became a wholesaler of sundry goods and started small businesses in Kuala Lumpur
- Set up a credit and leasing company through a joint venture; earned his first “million” at the age of 28
- Experienced a sharp fall from career peak as deposit-taking scandal broke out in 1985; went through asset liquidation and hopelessness
- The loss of his father-in-law inspired the set-up of a memorial park business
- After many setbacks, he was granted the permit to run a memorial park in 1990, hence the birth of “Nirvana Group”.
- Steered “Nirvana Memorial Park” into becoming Malaysia’s largest memorial park at the helm



Tan Sri Kong Hon Kong
Founder Group Managing
Director

**“My Future
Is Not A Dream”**
is his motto of Success

The Distinctions of a Nirvana Career:

→ No capital is needed!

- No money invested
- No stocking up inventory
- No risks

→ Plenty of benefits

- Satisfactory profit-sharing scheme
- Huge market potential
- Sharing good things in life
- Golden opportunity to master entrepreneurship

→ Economized effort

- Making money through relaxing manner and flexible work hours
- Recession-proof business proposition
- Building high-performance team through collective team power

A Nirvana Career that Creates Boundless Merits

- Helping customers to pre - plan their final journey of life
- Sharing and helping customers with the best possible plans
- Providing one-stop services that take care of all the complex funeral arrangements

*Seeing the needs of others means you are half way through a success journey;
Fulfilling the needs of others means you have succeeded in your undertaking.
- Aerbade Theorem*