



# Leading with a purpose

**E**pah Sirait is a leader full of inspiration and purpose. She is not only a great achiever but is also passionate to help new advisors grow. We spoke with Epah to learn about her insights on mentorship and how Sun Life has helped her achieve her goals.

## Why did you join Sun Life?

Sun Life offered me flexibility to choose where I want to do my business. Samosir is just a small island but has great business potential. Sun Life allowed me to set up an independent sales office in Samosir, and our business has continued to grow. Working with Sun Life gives me a warm feeling as if we are a family. Sun Life's values like caring, professionalism, and winning also inspire me.



## How has the insurance market landscape changed during your career?

Overall, the insurance market is growing. There is an increasing awareness of the importance of insurance. Insurance products are also evolving to meet the latest market needs.

One of the most noticeable changes is digitalization. It has removed boundaries such as distance and time, making everything move faster. I see it as an opportunity to accelerate our working process and serve our clients better.

Recruitment has become more important as well. It requires us to be more creative to recruit high-quality advisors.

## What do you think about the market competition? How do Sun Life and the Brighter Academy help?

The market environment will be tougher, given more insurance and insurtech companies are joining the market. Sun Life and the Brighter Academy offer comprehensive training and tools to equip advisors, and that is a great help. Sun Life and the advisors are like two wings - we can fly because we synchronize. It is impossible to fly with one wing.

## What advice can you give to younger advisors?

Getting trust from clients is the cornerstone of our business. Young advisors need to have confidence in their capabilities and obtain enough coaching before meeting clients. They also need to be diligent to meet more people because new business will come from people they meet.

In the digital era, advisors should actively use all resources provided by the company and their leaders. Digital tools make it much easier to do business, but the key is how we can provide the best financial planning and

solutions for our clients. It is important to keep up with current trends in our society, and provide the right solutions clients need.



## What have inspired you to be an agency leader?

My passion is to make my team members become better people. I also encourage them to earn more than I do. A leader is the team's engine to help grow the new generation of advisors. This purpose inspires me to continue finding new advisors and train them. I also became a top recruiter because of this purpose.

In 2016, I became a Runner-up Rising Start leader, and I have qualified for MDRT each year since then. It happened only seven months after I joined Sun Life.

Since that time, I kept achieving more with Sun Life both in my career and life. Many advisors from my team have built up their own teams, winning awards as leaders and advisors. I want to continue inspiring other Sun Lifers to work together to realise Sun Life's purpose and ambition.

