



You are so
much more
than you think!

RCCA See Kok Sen
(Sales Representative)



If exam results are used to measure one's intelligence, RCCA See Kok Sen was certainly not "bright". He failed 6 out of 10 subjects in his SPM exam, and could barely converse in Malay or English. Yet today, at BE, he has a network spanning Malaysia, Singapore, Indonesia, Vietnam, Hong Kong, Macao to as far as Melbourne!

"People still ask me how I've managed to get this far with my poor academic background. Sometimes, I ask myself the same question," Kok Sen mused. Here, he reveals his answer to his success.



The most hardworking salesperson

With poor exam results, Kok Sen realised his career choices were limited. “I wasn’t an articulate person, but I realized that a sales job was the perfect choice to earn a high income because the more I sell, the more commission I will earn.”

And so Kok Sen worked very hard. For 10 years, he promoted instant beverages to wholesalers, supermarkets and hypermarkets daily. His only days off were during Chinese New Year. For his strenuous efforts, he was one of the top salespersons.

“I thought of starting my own business but I had no capital. Despite working so hard for a decade, my savings were as ‘shallow’ as my education,” Kok Sen jested. “Then, one fine day, I was introduced to direct selling.”

From selling to sharing

Kok Sen was 27 years old when he encountered MLM. “I was already in sales, so selling FMCG goods like canned drinks and coffee was easy. But MLM is a people business and the right MLM attitude is about sharing to help others.

“Before, I had to be persuasive and accommodating in order to sell. But in MLM, it is about the confidence to share because you believe in your products.

“I used to find fulfilment in my sales, but in MLM, especially in BE, my fulfilment comes from helping people by sharing the good products and business opportunity with them. I’ve found true satisfaction in seeing people’s lives and health changed because of my sharing. This is now my lifelong pursuit.”



From JB to Australia

Admitting that he’s not technologically inclined, Kok Sen is grateful to BE for training him to utilize technology to reach out to the world and people from all walks of life. “Even though I’m here in Malaysia, my network has expanded to countries like Macao, Indonesia and Australia!”

And during such turbulent times as these, Kok Sen is thankful for his “abundant” life. “I can provide for myself and my parents. I have property and assets, and can allocate part of my monthly income for charity. I’m so glad I took up direct selling and joined BE.

Kok Sen’s final advice: “**Don’t let your present state define your future. You are so much more than you think.** Look at me – I have come this far because I believed I could and I have proven it.”