



Picture with Founder



## Success lies within BE System

### RCCA Leong Cheat Min & Lee Mok Siang

Ex-Oil and Gas Industry Information Systems Consultant & Lecturer & Researcher in Applied Mathematics

RCCA Leong Cheat Min and Lee Mok Siang have excellent academic and professional backgrounds. Cheat Min was originally a Geographic Information System (GIS) consultant in the oil and gas sector in Brunei, while Dr. Lee holds a PhD and works as a university lecturer in the Department of Applied Mathematics. However, to them, such accomplishments remain far from the ideal life they truly want.

Initially, both of them resided in Brunei with their children. Dr. Lee decided to return to Malaysia to teach at a private university in 2018, and subsequently brought his two children back to Malaysia in 2020, while Cheat Min had to stay in Brunei to earn Brunei Dollars due to her job prospects.

“University lecturers are consistently constrained in terms of career advancement and income, and Cheat Min must remain in Brunei for work. This is not the life we envisioned.” Dr. Lee remarked. Therefore, the two have been actively seeking supplementary avenues for development, even experimenting with several direct sales ventures, albeit without much success. It wasn’t until they encountered BE that their fortunes changed.

#### An Opportunity For Change

Due to Cheat Min’s severe plantar fasciitis condition, Dr. Lee purchased an AULORA Pants with KODENSHI® for her. Surprisingly, within just six months, Cheat Min bid farewell to the problem that had plagued her for over three years. Impressed by the remarkable product firsthand, they embarked on growing their BE business. However, their BE venture didn’t skyrocket from there; instead, it stagnated after being promoted to Ambassador.



Dream Car

One contributing factor lies in their already established careers, coupled with substantial incomes and demanding workloads. These commitments leave them with little time to fully dedicate themselves to BE. Additionally, past setbacks in other direct sales ventures have instilled doubts in Cheat Min, leading him to question their suitability for this industry. As a result, she lacks enthusiasm for developing their BE business.

It wasn’t until the guidance and inspiration of RCCA Chee Ann, the two were enlightened by his sharing and started taking their BE business seriously.

#### Success = Good Product + Good System + Good Culture

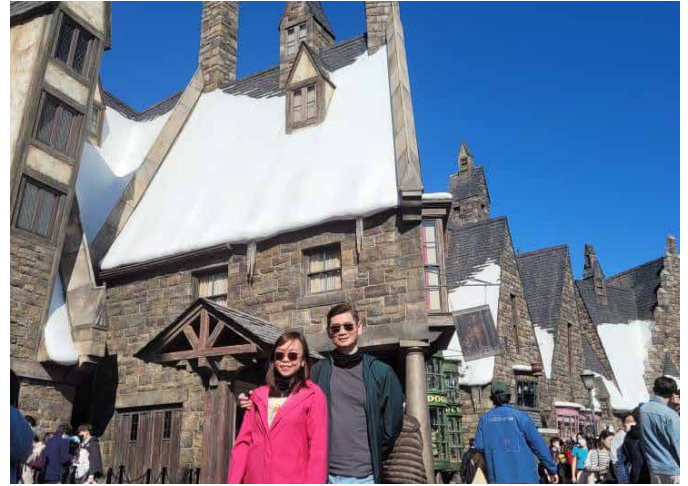
In less than a year, they achieved a five-figure income, and just six months later, they successfully got promoted to CCA. When asked about the key to their success, they responded without hesitation: “It’s because of the BE system!”

BE has high-quality products, but it’s the system that makes

all the difference. A good product must be backed by an equally good system to attract and retain commitment. “My expertise is in mathematics; I’m all about the numbers,” Dr. Lee said, half-jokingly. “BE’s transparent and comprehensive marketing plan showed me the power of compounding.”

More importantly, they also had a great mentor and upline, who was Dr. Lee’s childhood friend—RCCA Chee Ann, as well as a supportive leadership team that felt like family. Unlike their previous careers, where they had to navigate challenges on their own, BE offered a different experience. BE’s excellent education system provides various training programs, each guided by experienced mentors. BE is committed to supporting anyone dedicated to developing their BE business.

“Chee Ann really took us under his wing. From sharing techniques to network expansion planning, he meticulously guided us, truly taking us forward step by step. This was an entirely new experience for me. I realized that there is indeed



Attending Seminar



BE Convention

a method to achieving success; I just hadn't found it before BE, hadn't learned it, and therefore hadn't succeeded. Now I know,” Cheat Min expressed excitedly.

Great products, effective systems, and a strong culture have cultivated one successful leader after another. That’s the essence of BE.

**BE Gave Us The Power To Choose**

“I had truly believed that I would only return to Malaysia from Brunei upon being laid off or retiring. However, BE changed my life, granting me the power to choose,” Cheat Min reflected, emotionally.

The pandemic and subsequent lockdown measures in 2020 accelerated their desire for change. For Cheat Min to even consider leaving her job in Brunei, she first had to secure an income that surpassed her earnings there, which seemed like an impossible barrier. Yet, their encounter with BE made all of this possible.



Picture with Upline



In November 2020, when Cheat Min returned to Malaysia from Brunei, stepping onto her homeland with her luggage, she was overwhelmed with emotions. Encountering BE had completely transformed hers and her family’s life. As Dr. Lee and Cheat Min said, “Working hard is not just for wealth and status, but to be able to make the best choices for oneself and one’s family in the face of adversity!”