



At a dinner celebrating BE receiving the Malaysia Health & Wellness Brand Award



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Never try
never know!

RCCA Lai Kee Vui &
Lee Wan Sian

Sales designer / Chief designer

Designers RCCA Lai Kee Vui and Lee Wan Sian used to despise the “copy and paste” idea – only to discover the beauty and power of duplicating when they got involved in the MLM industry. 18 years later, they are still happily doing what they love and with BE, life is still as exciting as before even during these trying times.

THE DISILLUSIONMENT

After graduation, Kee Vui and Wan Sian had the same goal – achieve career success so that their parents can retire early. “I was a sales designer for 5 years. I thought that with hard work, I’d be able to let my parents enjoy early retirement but I was wrong. All my designs were not mine but belonged to others; my boss’s business was thriving and he was the one who got the financial rewards. I was disillusioned and knew something had to change,” Kee Vui shared.

Wan Sian, who had always dreamed of becoming an artist, worked hard to become Chief Designer within 3 years, with the entire SEA market under her. “When I was completing my studies in Osaka and won the



BE Convention

designer award, beating 13 other countries, I naively thought with my achievement and qualification, my parents could retire soon after I started working. But my first basic salary was only RM1,300. No wonder my father smiled and said nothing when I told him, ‘Dad, you can retire soon, I’m going to take care of you!’ when I returned from Osaka,” Wan Sian laughed.

Kee Vui added, “We were 25 then, and we knew we had to change or our dreams will forever remain dreams.”

FROM DESIGNING TO DIRECT SELLING

One would think it must be hard for them to change their career path from designing to direct selling. Wan Sian shared, “My initial ‘culture shock’ was the duplication factor as copying was strictly out of bounds for designers. But as I learned about the power of duplication and the beauty of this industry, I joined Kee Vui to explore MLM.”

It is normal for MLM newbies to struggle and adjust their mindset, especially if they used to work inside a cubicle. And initially, rejections can easily dampen their spirit.



The "One Family" culture



BE Lifestyle Travel to Melbourne



Celebrating RCCA achievement

“But we didn’t struggle or needed to adjust our mindsets because we were ready to chase our dreams of success, financial freedom and early retirement for our parents. Whenever we encountered challenges, we would think of our goals,” Kee Vui said. “Direct selling is not that difficult. I mean, any business is difficult and you need to work hard. But not every hardworking person will get what they want in life. Hence, a right platform like BE is crucial.”

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The couple concluded, “During these difficult times, you have to be open to opportunities like BE. When your hard work starts to pay off and your rewards roll in, and you help people to achieve their dreams, you’ll know you have made the right career choice.”

