

HIGH-PAYOFF SELLING

Agency
focus



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BOB'S "BILITIES"



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Successful Insurance
Professional

BEING VISIBLE
AND
VIABLE
IN THE
NEW
INSURANCE
MARKET

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Bob's Bilities!

"[A successful person] always has a number of projects planned, to which he looks forward. Any one of them could change the course of his life overnight."

—Mark Caine

Bob's Bilities

Every one of us has "abilities" in many areas, and to be successful in our industry, it is important that we have many of these. They are "abilities" such as "respectability, reliability, responsibility, accountability, credibility, etc. ", but one of the most important "abilities" to be a successful producer is "Likeability" (people do business with people they like).

There are three "intangible" traits of being successful in business, particularly in our business, and they are:

1. Being "enthusiastic"
2. Having the right "attitude"
3. Being "likeable"

Bob Teschke, Polestar Principal & Chief Marketing Officer
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ENTHUSIASM

BY

WALTER CHRYSLER (FOUNDER OF CHRYSLER CORP)

The real secret of success is ENTHUSIASM. Yes, more than enthusiasm, I would say excitement. I like to see people get excited. When they get excited, they make a success of their lives. You can do anything if you have enthusiasm. Enthusiasm is the sparkle in your eye, it is the swing in your gait, the grip of your hand, the irresistible surge of your will, and your energy to execute your ideas. Enthusiasts are fighters. They have fortitude, they have staying qualities. Enthusiasm is at the bottom of all progress. With it there is accomplishment. Without it, there are only alibis.

ATTITUDE

BY CHARLES SWINDELL

"The longer I live, the more I realize the impact of Attitude on life. Attitude, to me, is more important than facts. It is more important than the past, than education, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearance, giftedness, or skill. It will make or break a company, a church, a home.

The remarkable thing is we have a choice every day regarding the Attitude we will embrace for that day. We cannot change our past, we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude. I am convinced that life is 10% what happens to me, and 90% how I react to it. And so it is with you.....you are in charge of your Attitude!

THE 5 WAYS OF A SUCCESSFUL INSURANCE PROFESSIONAL:

What Successful Sales and Service People Work On...(6 through 10)

Great sales and service people are consistently more selective—maintaining what Stephen Covey refers to as "an abundance mentality." They understand that opportunity is limitless and timeless. After all, everybody needs what we have to offer, and they all have to buy it every year! They identify their niche markets, learn and stay educated about the unique needs of their markets, and become specialists in serving those markets. Great sales and service people work with a scalpel, not a machete:

6) They speak of a selling process, rather than transactional selling events.

7) They thrive on new activity, not old.

8) They enjoy the challenge of complexity, flourish on creativity, and are bored by normalcy.

9) They know what others don't, or they will take the time to find out.

10) They quickly move away from lost causes and focus on developing opportunity.

The ways of a successful insurance professional are examples contained in the newly released book, *High-Payoff Selling, Being Visible and Viable in the New Insurance Market*.

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