

BE COMMITTED TO OTHERS' SUCCESS.

Always look to serve others and do what's best for them, even if it's to our own short-term detriment. Put their needs ahead of our own. There's no greater way to build a reputation than to steadfastly do what's right for others. Every day.

A number of years ago, I went to look for a new car at a local car dealership. Proudly, I drove my 1971 Buick, vinyl top, LeSaber (107,000 miles, dents, rust and all) that I bought several years earlier with my hard earned money as a dishwasher and waiter. I parked in front and went inside of the dealership. The salesman met me with a smile and handshake. The first thing he said to me was, "Wow, that's is sweeeeet LeSaber you drove up in! Where did you get that ride?" I was shocked. All I could think was, why would this guy complement my junker when he knows I am here to upgrade and buy a new car? Why would he complement me so highly on used car he will likely be giving me money for on a new sale? The truth is, he made the new sale right there. He made me feel great about my previous purchase Instantly, I liked him; he made me feel like a millionaire who came in driving a Maserati. I drove off with a new car that day and felt great about it.

Similarly, in our business when we review clients in force policies how should we respond? Replace all the policies? Why not just replace and make a new sale? Unlike many agents and agencies, we ask for inforce illustrations to create a real comparison. We do a policy audit. And even when we do a policy audit, do we always replace? As all know, an audit takes much more time, effort and money to do rather than selling a new policy so why bother? There is only one answer: It's the right thing to do. In addition, it creates real trust in the heart and mind of the client/prospect/center of influence. In fact, I love it when the answer to an audit is, "We reviewed your inforce policy and you should...drum roll please....keep it!" When you tell a new client or advisor this news, you gain instant credibility. They feel their previous buying decision (like my fabulous LeSaber) was a wise one and they feel you have their best interest in your heart. Often, the stage is then set for a new sale for a new need and the relationship has grown for the future.

If you want to go fast, go alone, If you want to far go together. African proverb

