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Speech

Event

"My Month", Lago Mar
Ft. Lauderdale, Florida

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"MY MONTH" Convention
Lago Mar, Ft. Lauderdale, Florida
July 23, 1967

Selling
Good
People

Talk to AGENTS

I was told one of the most exciting stories this morning that I have heard, as related by Paul J. Meyer, President of SUCCESS MOTIVATION INSTITUTE -- Paul is probably the best motivator in the country today. The story goes that . . .

There is a lark flying on high and he looks down and sees a man carrying an iron box, the lark lights on the man's shoulder and engages him in conversation. "What's in the box?" he says. The man says, "Nothing that you would be interested in." The lark pleads with the man to tell him what the box contains, and then the man says, "There's nothing in it but worms." You can find them anywhere." The lark says, "No, I want one out of your box," and the man says, "I don't want to give you one of my worms." The lark replies that, "Well, I'll tell you what, I'll pluck one of my feathers and exchange it for one of your worms." The man agrees. The next day the lark returns and does the same thing. This goes on day after day and finally the lark no longer has any feathers to exchange...he can't fly any more...he is crawling on his belly, slowly and feebly, no longer strong enough to find his own worms on the ground.

This poignant example shows what could be happening to many of us in the insurance business. The problem is threefold: the Company's, the General Agents' and the Agents' having lost their creativity. If a man doesn't have a lead in his hand he is totally immobilized...he is like the lark that is de-feathered and now crawling on his belly on the ground.

We just don't seem to have the ability to create a lead on our own - we don't even have the initiative to obtain referrals.

Well, what are we going to do about it?

Personally, I think your General Agents are selling you short. I don't think you are mediocre...I think you can be creative...I think you would like to be compensated for extra creativity, and I'm all for it. I think that each sale you make without a lead should be bonus-able.

Another thing: everybody praises the age of specialization in which we live. Too often it seems to me that this is an excuse for closing our minds to opportunity. I don't care what anyone says, anyone worthy of carrying an insurance license should be able to sell Life and Accident & Health insurance. American Income sells 3000 A&H policies a month, and about 500 Life policies.

Some of you have NEVER SOLD A LIFE POLICY. We are bringing out our new PBIP (PAY BACK INSURANCE PLAN). It is about as romantic as any savings plan I have seen. Your average sale ought to be a \$3-a-week plan, which means that you make SEVENTY FIVE BUCKS EVERY TIME YOU SELL ONE. Now, isn't it ridiculous that you don't have the initiative to sit down and memorize a three-page sales presentation on the hottest savings plan ever contrived by the mind of man? Take you a couple of hours to do it and increase your income five or six thousand dollars a year. I just don't understand it.

We have a SINGLE 23. Any time you can't make a sale on an A&H lead, if you bring in --almost as an afterthought-- that the Company has recently introduced a new plan, designed for their children, costing only \$5 a month, you have picked up \$20 -- instead of walking out of the house empty-handed.

The two things that I want you to come out of this meeting with are: 1) DETERMINATION TO GET THREE REFERRALS WITH EACH SALE, and 2) TO GIVE YOURSELF A QUOTA OF SELLING AT LEAST ONE LIFE APP A WEEK.

Pelley & Roberts