

“Come Fly With Me”

Speech to Agents and Managers – New Orleans, LA

March 11, 1999

American Income is a company with an opportunity for everyone. Most companies want their top producers to have college degrees or beyond. American Income is a place where a person can be wildly successful regardless of his or her education, background, or income. Mr. Rapoport talks to the sales force about why this company is different and why they should be excited about their future here.

American Income is a company “who doesn’t want to own you.” Vested renewals can provide AIL salespeople with financial freedom. Joyce Lillard will talk later about the advantages of renewals and the many retired AIL workers who still receive check after check from the company.

Rapoport has designated “caring and routing” the focus of this year’s efforts. Every day they should wake up with a plan of action and carry it out in a compassionate way. They should have 10 places ready to go and six appointments with prospects. They should know how to add “door knocks and policyowners and no show calls back and floaters and referrals” to their sales techniques. They have to care about the welfare of the customers and sell them a product that meets their needs.

Every agent has the opportunity to earn \$100,000 a year at American Income. Not many do it, but that is because of a lack in effort, not opportunity. The agents have to be committed to the Hour Power Presentation, continual training, and their union member status. They should develop a sense of community at every meeting with a

prospect. Their mutual union membership can be the bridge to a sale. Rapoport also mentions the One Card program that can increase an agent's close ratio by 10 to 20 percent. A six figure salary is waiting for them if they want it badly enough.

Downsizing has never existed at American Income. AIL is a caring company that works to gain their trust in its integrity. Rapoport took the advice written in Goldrad's book, *If Not Luck*. The character in the book laments his company's decision to cyclically lay off employees to cut expenses. He says, "We didn't cut just fat, we cut into flesh and blood." The character wishes the company would search for new markets instead of continuing in the degrading cycle of layoffs. American Income is committed to growth and the preservation of its employees' trust.

Rapoport invites them to carry out the American Income dream. He quotes William Allen White, who wrote about his view of each morning. White wrote, "Lady Luck has been good to me and I fancy she has been good to everyone. Only some people are dour, and when she gives them the come hither with her eyes, they look down or turn away and lift an eyebrow. But me, I give her the wink and away we go." The wink of opportunity is here for the agents. Rapoport wants to know if they will seize the moment and "away we go."