

## Speech to State General Agents

May 19-21, 1989

Mr. Rapoport greets the State General Agents with praise. He has said many times that they are “the World’s Greatest Leaders,” but now he has the numbers to back up his claim. Last April the SGA’s wrote \$1,422,000 in policies. This year they wrote \$1,837,000, an increase of \$415,000. Although this is the “second biggest April we have ever had in annualized premium,” Rapoport is unsatisfied and he knows that they are too. They are great leaders because they can see the opportunity available to them and do not settle for mediocre. Rapoport also praises them for being the most stable group of State General Agents the company has ever had. He has no criticisms for them in this speech, only suggestions for minor improvements. This seminar will cover the basic areas of recruiting, training, public relations, and profits. Rapoport has brought the experts in each field to talk about each issue.

Rob Brown will talk about his success in recruiting. Rapoport says, Brown “has built an agency more quickly, has had unbelievable retention, has an account that will pay out in less than 8 months and that is starting from scratch in a major state.” His experience in recruiting under sparse conditions and with little money will give the other SGA’s some much-needed advice. Rapoport does not understand how they can have such sparkling personalities and not be able to recruit. He advises them to use newspaper ads in conjunction with personal recruitment to promote American Income in multiple ways. They can use the “Welcome to New American Incomers” as an introduction to the company for potential recruits. Rapoport compares improper recruiting techniques to

entropy. In *The Road Less Traveled*, Dr. Peck defines entropy as “unused but available energy.” The SGA’s have both the ads and their personality to use in recruiting. When they rely on only one or the other, then “your entropy factor is very, very high.”

When training, Rapoport refers all questions to the AG-1536. He says to use this as their “business bible” to teach others how to follow their careers. He strongly suggests for them to keep in constant contact with the General Agents and Agents in their area. They should be showing the Lenny Lennard tapes to give inspiration to their Agents. Rapoport knows more than anyone how powerful Lennard’s inspiration can be; he influenced Rapoport to create American Income. Richard Altig and Marc Zipper have “phenomenal success stories” that they will share with the group later in the conference.

Bob McKenzie and Larry Geneser are the “two great experts” who will talk to them about public relations. These men’s agencies have never experienced a lead shortage. Scarcity of quality leads “is the single most contributing reason for lack of retention.” When Agents become frustrated with the unprofitable places SGA’s are sending them, they look elsewhere for work. State General Agents who demand payment for bad leads display “the lowest form of leadership.” SGA’s are entrepreneurs and risk-takers. They are like department store owners with shoes that will not sell. They have to suffer through a bad investment. State General Agents should be mindful of how dangerous it can be to rely on one source of public relations for all leads. If the source falls through, then the entire agency loses all sales. They need to mix leads enough to give the Agents diverse people to target.

Dave Morehead, John Jatoft, and Bruce Gilpatrick will talk about profits. These men have become millionaires with little or no outside funding. Morehead will talk

about recognizing when money is being made and when it is being lost. Jatoft will share his experience in handling tough financial transitions. Gilpatrick has achieved great things “by stressing ‘first things first’ and that is the conservation of business.”

Rapoport thanks them again for their cooperation and hard work. He appreciates their help in planning the May 22<sup>nd</sup> “My Month” Production Period kickoff. The more they work as a complete team the more powerful they will be. The upcoming “My Month” Production Period has Rapoport extremely excited. He knows their potential and he believes in their abilities as leaders. He says, “This company proudly presents you to the world, our State General Agents who are the leaders of the World’s Greatest Sales Force.”