

“Just a Salesperson”

Speech to AILIC Convention

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Mr. Rapoport talks to the Agents about taking pride in their job. Many have the attitude that their career means that they are “just a salesperson.” This perception will only lead to self-defeating actions. Rapoport feels sorry for those who look back at their lives and see no real accomplishments. He says that American Income will “make certain that your present is better than your past and that your tomorrows will be better than your todays.” Rapoport wants to show them how they can become professionals in their field. He compares his experiences in a jewelry store with his experience as an insurance salesman to show the Agents how to better their business. Rapoport’s message tries to show those who think that they are “just a salesperson” how they can achieve so much more.

According to Rapoport, professionals should earn \$100 to \$200 per hour. American Income salespeople can sell an LPU@95 for \$360, of which \$117 will be immediate commission for the salesperson. In order to be a true professional, an American Income salesperson has to be able to sell LPU@95’s multiple times a day. Rapoport lists three attributes of a professional salesman. First, he or she has to have a desire to provide a meaningful service. The salesperson has to believe that the product is necessary for the well-being of the customer. Second, a professional can go back to previous customers with confidence, because he or she has established a trusting relationship with the policyholder. Third, a professional assesses his or her inventory.

Rapoport explains that a salesman's inventory consists of his renewing policyholders. If one LPU@95 sold for \$360 and was renewed for nine years, the salesman gets \$64.80 from that one policy sale. If Rapoport went up to them and took \$64.80 directly from their wallets, they would consider that stealing. Rapoport contends that if they let a policy lapse, then that is like stealing \$64.80 from themselves or their families.

Professionals scrutinize the AP&P Reports and then take action to preserve business.

They take the time to cement the sale with the customer by explaining the importance of renewals. Above all, Rapoport says, a professional makes sure that the customer is happy with his or her investment.

A salesman needs to do four things to be considered a professional. First, he has to be trusted. When a 30-year-old customer buys a \$300 annualized life premium, he will pay \$25 on an MBD basis for 30 years. This will cost him \$9,000. The customer would trust only a professional with a \$9,000 investment. Second, a professional puts in extra effort to be the best. When Rapoport was in the jewelry business, he would open his store an hour before the others and close an hour later than he others. This gave him an edge over the competition. The same principle applies to salespeople. Making 30 calls a week is like opening the store from 8 a.m. to 5 p.m. Whereas making 10 calls per week is like opening the store from 4 p.m. to 6 p.m. A professional maximizes his or her opportunity to help customers. Third, Rapoport says that a successful salesman has a professional approach. He or she practices the Hour Power Presentation every day in order to be smooth in delivering the pitch. A professional is technically proficient because he or she loves to learn as much as possible about the business. The Introduction to Life Underwriting and the Advanced Life Underwriting courses are two examples of

how professionals become technically proficient. Lastly, a professional constantly grows. Rapoport says, “Selling isn’t boring, but ‘just a salesperson’ is boring.” A professional works hard to achieve more challenging goals. The professional presents a solid plan in such an articulate way that the prospect not only wants to buy the policy, he or she wants to keep renewing it.

Rapoport concludes with a quote from David Schwartz: “Nothing, absolutely nothing in this life gives you more satisfaction than knowing you’re on the road to success and achievement, and nothing stands as a bigger challenge than making the most of yourself.” Rapoport’s message has intended to challenge and inspire the Agents to greater things. He says that the goal at American Income is “to provide you with the tools and the motivation to making the most of yourself.” The company offers Opportunity Unlimited; they have to get started on the road to success.