

“Notes for Agency Meetings”

May 1992

At the beginning of each fiscal year, Mr. Rapoport presents the company's new theme. In 1990 it was “Make Something Happen” and the company had its best production year in its history. In 1991 it was “Raising Standards” and the sales persistency went up by about two percentage points. This year it will be “Take a Chance.” Rapoport wants them to break out of their mundane selling routines and sincerely desire to do better. This will mean taking chances, but can open up some great opportunities for them. Rapoport outlines some things for them to do this year to “take a chance” on their professional abilities.

Around New Year's Day people begin to make new resolutions and evaluate last year's goals. Rapoport says that usually, “we sadly discover that we were firm on resolve but short on performance.” This My Month Production Period marks American Income's new year. Rapoport wants all of the sales team to make the resolution to want success more.

Rapoport learned early in life that success was relative to one's abilities. Every kid in Rapoport's junior high school had to run the 100-yard dash in physical education. One of Rapoport's legs is over an inch shorter than the other because of a childhood accident. He ran the 100-yard dash in 20 seconds while all of his classmates ran it in 13 seconds. However, he was determined to improve his time. He practiced and asked for help from the teacher. He worked on his technique and whittled his time down to 19 seconds. Although Rapoport never won a race, he felt like a success because he had

improved his own time. Rapoport learned that success is determined by comparing one's accomplishments to one's potential. Rapoport wants all of his salespeople to strive for their potential.

This childhood lesson in success taught Rapoport three things. First, a successful person has to want to be better. Second, a winner always accepts help along the way. Third, a successful person takes his or her desire to be better, applies the lessons learned, and implements them to accomplish something. American Income salespeople need to take these three steps to success and use them to increase their closing ratio.

A book entitled *Airtight Cage* describes life in the ghetto and the people who suffer from "wantlessness." Rapoport refers to this book because he is afraid too many of them have succumbed to a mental ghetto. They have imprisoned themselves in an unproductive routine and do not desire to escape from it. Rapoport says that during this My Month they have the opportunity to break free from any mental constraints they have. He encourages them to take a chance and really want to do better. They can do this by being receptive to new ideas. They can record themselves making a presentation and then critique their performance. Whatever way they choose, Rapoport desires for them to really want success and to use the My Month opportunity as a time to show it.