

eNews:

Essential Updates for Independent Life & Annuity Producers

In a Slump?

You're Not Alone

Whether you're new to the business or a seasoned professional, at some point in your career you will hit a prospecting slump. Here are 5 proven techniques for building your prospecting reservoir.

Idea 1: Your Natural Market

To determine your "natural" market, think of people you know, who know you, and with whom you have some leverage or third-party influence. If you are new to the business, you should contact these prospects first.

Using a prospecting primer, write the names and other qualifying information of:

- Family members;
- Friends and social acquaintances;
- Former business associates;
- School contacts;
- Business owners;
- Professionals and business people whose products and services you use; and
- People whom your spouse and children know well.

Idea 2: Checkbook Prospecting

Another excellent source of prospects – and one that is right at your fingertips – is your checkbook. Take out your check register and make a list of everyone with whom you have done business in the past 12 to 18 months. You know these people and they know you, and if they are business owners or professionals, they very likely want your continued business. This gives you leverage. The next time you give them your business, ask for theirs.

Idea 3: Centers of influence

"Centers" are people in your community who are not necessarily prospects for you, but who may be willing and able to help you develop your business. Their third-party influence, through personal introductions or referrals, can help open doors that you might not be able to open on your own.

Take a few minutes to write down the names of people you know who would be natural centers of influence. A person doesn't have to be an intimate friend to qualify as a center of influence, but he or she should have these basic qualifications:

- The center should know you personally and be willing to help you.
- The center should have contacts with the type of people that you want to serve.
- The center should have confidence in your integrity and ability.
- The center should be the kind of person whose judgment and opinions are sought after.

CPAs, bankers, doctors, attorneys, school teachers, real estate agents, building contractors, etc. make excellent centers of



influence. As well, (and ironically), people who are no longer insurable make excellent centers of influence.

Once you've identified between four and six centers of influence, contact them and explain how you are trying to build your business. Ask if they'd be willing to meet with you periodically as part of your unofficial "board of directors" and suggest the names of people you should contact. Try to meet with one center of influence per week. Your initial approach to a prospective center of influence will depend upon how well you know the person.

Idea 4: Publication

Few vehicles will be more effective for your prospecting and recognition efforts than publishing articles on the subjects in which you specialize. Business editors and journalists from local newspaper, trade or alumni publications, or employee newsletters are frequently looking for concise, targeted articles on insurance or other financial matters for the benefit of their readers.

To learn more about prospecting in this manner, refer to "Public Relations Through Publications," at www.nationallifegroup.com. There you will also find pre-written and pre-reviewed byline articles covering a number of topics.

Idea 5: Community Involvement

Getting involved in a community project can not only be a great way to make a positive difference in the city or town in which you live, but it can lead to your meeting individuals, business owners, and professionals with whom you can do business. By actively participating in community organizations in which you have an interest you increase your visibility and, in turn, your list of people upon whom you can call. And as you make new acquaintances through your various civic, charitable, and political activities, you'll become more relaxed talking about what you do and the services you offer. But best of all, others will feel more relaxed approaching you for assistance.

The importance of prospecting and its contribution to your success cannot be over stated. In order to be successful, you must develop good prospecting habits.

For more prospecting ideas refer to Building Your Prospecting Reservoir:

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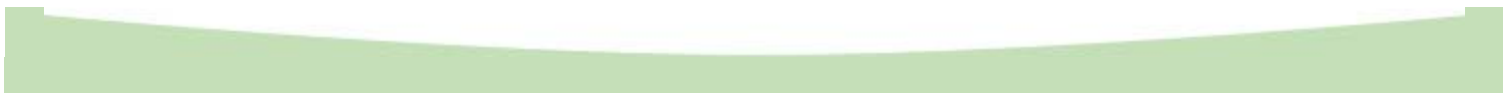
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