

DECEMBER 1-5, 2008

IDEAS

I got a call on Friday about a rep who was trying to clone his best customers. He said that he had about 30 great clients and that he needed to clone them. He decided to create a letter. He asked several of his best clients if he could use their name in the letter. He found several neighborhoods where his best clients lived and gathered other addresses in the same neighborhoods. In the letter he stated that he worked with several of their neighbors. He includes his services, his accomplishments and he asked if he could stop by and say hello if he was in the neighborhood. So far, 15 new appointments and over \$23,000 in GDC.

Another rep trying to clone her best customers is using different sources. An example is the divorce market. There are two ways to approach this area. One is by referral. Many newly divorced women use support groups. They also tend to use other divorced women. You need to gain their confidence and trust, and if you can do this, they will give you referrals. You can also enter this market by going directly to the source by seeking out attorneys who specialize in divorce. This principal can also work in the widows market. Begin developing relationships with attorneys who do probate work.

Another rep is making sure he takes at least 3 new people to lunch a week. He will ask a different client; usually one of his more outgoing clients; not always his best client to come along and bring a friend or two. The rep said the conversation always comes around to investing. His client talks about the good job the rep has done and within a few weeks, he usually gets an appointment with the other prospect.

Even though these are some of the toughest times we have seen in investing, this is not the time to be stuck in your office. Get out and talk with people. Get a story, hone your skills and start building your own referrals.

Let WRP pay for your next vacation! We'll pay you up to \$2,500 for a referral that joins WRP. I'll throw in another \$500 of that rep has GDC over \$50,000.0 That is \$3,000 for your next vacation. Snow is coming, get out your snow blowers and shovels. If you don't take the vacation, use the money to pay for snow removal or that big screen to watch the Chicago Bears win the Super Bowl!

Hello, this week's Tip of the Week has to deal with leadership. I have found the characteristics of leadership to be a part of every day life. They are not only in your business life, but in your home life as well. The art of maintaining that balance is what defines us. What defines you? What are you doing each day to improve? What is most important in your family, business and spiritual matters? Make a list, start small and build on every accomplishment. These are the times to evaluate your time and purpose. Are you making a difference?

We had 19 family members and six dogs for Thanksgiving this week, I'm sure many of you had the same number or more. What's unusual is that everyone stays over night, this has been a tradition for many years. We play a vigorous board game picked by a different family member each year and watch movies picked by various family members. The diplomacy and the art of negotiation reach historical levels during this wonderful family event. All of the kids are in college now, so the discussions and opinions are more involved with current events rather than the latest video game or musical act; though there is a fair amount of testosterone in the annual John Madden football tournament. Each year I take the time to talk with each family member and listen to what is happening in their lives. It is not as easy as you might think. Some are going through some tough times, others not sure what they are doing, some doing well and are humble in their accomplishments. All in all, it's like a house full of great clients but they are with you for two full days. Think about that! I found it interesting when I made a list of things I try to accomplish in these two days:

Listen – You'd be amazed that this is an art. The conversation is all about the person you speak with. You take the time, you lean forward into the conversation and listen.

Encouragement – Some people need an extra ounce of that. They need to hear from someone they trust and respect. Help someone today, reach out and see if you can motivate someone that needs help.

Accountability – This is my job. I am the host, am I making everyone as comfortable as they can be? I have to say this is one of the toughest part of the two days. I am basically the concierge, room service, hotel management and social organizer. I am also the audio and video boy, as well as the dog walker and the pooper scooper guy.

Dedication – I like everyone to be comfortable and at ease when they are at my house. I listen to my wife and start to prepare for the two day event for at least a week. House, rooms, food, refreshments, social events and equipment all in working conditions and in order. Let me say the first part again, I listen to my wife!

Enthusiasm – That is the easy part of my responsibility. I am a very lucky man to have been blessed with a wife of 30 years, two great sons and a cornucopia of bother & sister in-laws, parents, in-laws, nieces and nephews. I get a kick out of seeing everyone.

Recognition – The best motivator is recognition. I have always learned that the quickest way to put a smile on a person's face is to recognize their achievements, no matter how big. Even a small thank you can light up a room.

Sensitivity – Never forget how someone feels. It might not come to you right away but there are a lot of folks out there worried and full of hopelessness. Try to be as kind and respectful of other people as you can.

Humor – God this big. It's amazing how many people out there have forgotten this simple process.

Integrity – Keep your word, do what you say and treat people the way you would want to be treated, simple words but we are faced with a challenge everyday, aren't we?

Progress – Progress toward your goals. If you don't have a few goals, try small ones. Try writing down a goal a day. Accomplishing them will give you the confidence to add more.

All in all, the qualities we must have in doing our job is **LEADERSHIP**. Be it with your family or business, the above characteristics are needed in maintaining a life of balance. Without balance, there is stress. Life can be divided into three areas that need our attention and tender care: family, faith and work. Only you can reinvent yourself to inspire and motivate. When you do, you will reap the benefits as well. So try it today, you'll be amazed at the outcome and surprised in how you have improved your ability to construct a good day for yourself and the people around you!

CELEBRATING 32 YEARS OF EXCELLENCE



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We pay for referrals! If you know of a rep who is looking for a BD or is unhappy with their current one, call me. It will be rewarding for everyone.

TIP OF THE WEEK is meant to be a useful tool for you. If you have an idea that has worked for you, pass it along, and if you find this is not helpful, send me an email and I will delete you from our mailing list. I look forward to hearing from you.