

## IDEAS

Tidbits from reps. I asked what bits of wisdom do you have for reps navigating in this crazy market? Here is a sampling...

Asking a customer to tell you their reasons for purchasing from you will get you hundred more sales of the same type – Stephanie; St. Cloud, MN.

Everyone is looking for the proverbial silver bullet in marketing. It is important to understand that focus and selling yourself are not about tactics. Selling is not about techniques, it is about focus and the ability to have a creative verbal exchange with people, anyone. Randy I talk to everyone. The waitress over at the place where I get my coffee in the morning just gave me \$300,000 from an inheritance. She said I always asked how her days was going – Steve; Egan, MN.

Heck you got to go out and meet with your customers. They want to hear from you in these times. They want to know you have plan. That is what I have been doing the last few weeks. Getting off my butt and seeing clients – Steve; Lake Geneva.

Goofy as it seems, I try to have a yes attitude. I remember hearing that you become what you think about all day long. I need to keep thinking I can. There are a lot of people walking around with a pessimistic cloud over their heads most of the time. I smile, simple as that, sorry but it seems to work. – Jeff; Des Moines, IA

I started using an agenda for all of my meetings. We discuss getting to know each other, which I am, what's important to him/her and their family, my approach to the business and is there a fit? I date it, record all the information and then give them a copy and I keep it in their file. Several times though, I have given the customer a card of one my competitors. It just wasn't going to be good partnership – Todd; Appleton, WI

I just took a few prospects out to dinner. I always bring one of my loyal customers with me. It's great. The majority of the night is listening to them. People love to talk about themselves. I get more clients this way. I can spend \$300 on two night's outs with over 12 new prospects. I never got that response on the \$300 ad I ran – Jim; Madison, WI

I started teaching a class at the local library. I invite local guest each session. I had an attorney, a CPA, a Social Security Benefit person, a Funeral owner and local Doctor to talk about health. I got 15 people signed up for this last class. I also get a great buzz from the library, they advertise this for me. The networking is huge. I just got an invite to a barbecue at the Funeral Director's house – Fran; Milwaukee, WI

# TIP OF THE WEEK

## THIS IS WORKING FOR REPS IN THE FIELD,

### IT MIGHT HELP YOU!

Recently, I went to a bank function with a rep in Wisconsin. The rep was talking with several of the new owners of the bank about handling the investments for the bank and also about an opportunity for a position as a Board of Director. I had walked out front as he went into a closed door meeting and saw a person needing some help with a grill. The bank was holding a "Customer Appreciation Day." He asked me what I do. I gave him my 90 second commercial and proceeded to ask him about his life. He told me about his pending retirement, his love for scuba diving and his family. He said he was selling his business. I listened more, asked a few questions, talked about diversification and the need for a solid financial plan. In the end, he said, "I need to visit with you, don't I?" I walked him right over to the rep. Is it that simple? It could be.

I talked to Fran, a rep at a regional brokerage; she does a lot of community speaking events. Last year, she did over \$520,000 in Gross Dealer commissions. The majority of her business came in from those events. She is so well patched into her community network so I thought I'd ask her what her secret is. "First there is no secret, Randy. I live in this community and I make sure I am active in it. I am involved with the local Girl Scouts, Community Theater, my local school and church, a local charity and the Rotary Club. If you are wondering where to get started, choose an organization that is dear to your heart and tell them you want to help them raise money. They will accept you with open arms. If you are smart and do a good job, you'll find yourself asked to be on the board. Listen, I meet so many people I would never have had the opportunity to meet before. Here's a great example. We were invited to attend an Opera at our local civic center. I am not an Opera goer but I went and was introduced to two of the wealthiest people in our community. The President of the local charity group made me blush, she was so excited about the job I had done for the organization. I find out that these two people fund this charity. That was an epiphany. The power of community visibility is something I never thought about. I enjoy helping the community I live in but I did not think it would be so rewarding to my career."

Over and over, I hear stories about reps like this. If you cannot find an organization you want to belong to, start one. Here are two great ways to initiate the process; take a look at these web sites: <http://www.bni.com/> and <http://www.letip.com/> I know a rep in Columbia, Missouri who started a local community political group. He had both parties involved, everyone working for the good of the community. He would invite Senators, members of the House of Representatives, local government, along with some of the mutual fund money managers he worked with. They would have a day-long summit on the economy and their local area. He got his picture on the front page of the newspaper, an article written on his organization and unbelievable network of friends in high places. This is the only marketing he does. Well, he does go to his coffee group every morning to get the news. He received over 45 referrals last year from all of this. He asks everyone who comes to him as a prospect why they chose him. Neat trick, you should try that. Where do your referrals come from? Ever ask?

The flip side of all of this, know when not to join. There were times in my career when almost every night could have been taken up by some organization or event. Keep your life as simple as you can. Keep things in order. My Dad used to tell me, "You make the world a better place by making yourself a better person." Work on being a better you!

## CELEBRATING 32 YEAR OF EXCELLENCE



**Randy Clark**

**Midwest Business**

**Development Director**

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, just send me an email and I will delete you from our mailing list. I look forward to hearing from you.

If you know of someone looking for a change or not happy with their current BD, call me.

## WRP INVESTMENTS

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