

MARCH 30-APRIL 3, 2009

IDEAS

Listen, we all know how important it is to hit our numbers, but the right vision will get you to them faster than another cold call.

The following list is an eye opener and a brain opener. I am asking you to read, understand, apply, and become proficient in each of these elements and characteristics of the **BIG PICTURE**.

- The big picture is *delivering value*.
- The big picture is *having a great attitude every day*.
- The big picture is *believing in what you do*.
- The big picture is *being of service without measuring*.
- The big picture is *earning a referral*.
- The big picture is *building a relationship*.
- The big picture is *thinking long term*.
- The big picture is *making all decisions based on the person you seek to become*.
- The big picture is *having a great reputation*.
- The big picture is *community volunteering and helping*.
- The big picture is *creating family and community value*.

Many of us are struggling with sales. Here are 3 characteristics that I know to be true!

- Salesmanship is persuading the customer to get your viewpoint
- (With the 7 P's) Salesmanship is the power to persuade plenty of people to purchase your product at a profit.
- Salesmanship is a mental picture - creating power that results in persuasion.

Some people today believe sales is a manipulative and sneaky profession. I strongly disagree. Think about your day, how important is salesmanship? Salesmanship is one of the biggest jobs in the world. The Doctor has to employ salesmanship methods or he doesn't do much of a business. The Preacher has to employ salesmanship methods or he will soon be talking to empty benches. The school teacher must be a salesman and sell the pupils on the importance of knowledge, and what it means when coupled with character, or he will be a failure and will soon be looking elsewhere for a job. Ever work salesmanship on your family; everyday!

If you know of a financial advisor who is looking for another broker-dealer, let us know. If you know of an unhappy rep or a broker-dealer leaving the business, call WRP. Have them compare payouts, support, marketing, technology and compliance. If you are left alone and your production is dropping, call me. Since 1976, WRP has offered their reps the best payouts and the cleanest compliance records in the business.

Cranky, irritable, quick to start or finish an argument, depressed and lethargic...seem familiar? Yup, if you have these little character flaws lately, welcome to STRESS. No one would blame you. You have millions of dollars to manage for many individuals and families. Their dreams and needs rest on your shoulders and you feel a lot of pressure to help those people.

The first thing I'd try is to create a little space between you and the stressful thought. Here's the deal: stress is caused by thoughts. Someone sneaking up behind you with an axe, ready to chop your head off, doesn't cause you the slightest bit of stress if you're not aware of it. You don't choose your thoughts. They choose you. They aren't personal. You didn't wake up this morning with an empty mind. You woke up thinking. You were thinking in your sleep. We can't help thinking thoughts all the time.

Bob T. from Indiana said, "Talking to clients everyday that are concerned about their financial future is extremely stressful. It may be their job, their portfolio, upcoming expenses such as college, etc. I have always tried to be optimistic about our country and our financial system, however, it seems every day there is a new surprise, more bad news. I'm worn out and for the first time in 25 years and I am having a difficult time making buy recommendations." So what can we do? How do we handle this STRESS Bigfoot?

Steve S. from Wisconsin said, "Play with your kids. Help them with their homework. It helps put things in perspective." Jean K. from Illinois said, "I found that calling some of my better clients at night, letting them know I am thinking of them, reassuring them that I am doing all I can to help them keep their money safe and headed in the right direction. I don't have to remind them that we have not seen these types of catastrophic events for over 70 years. Everyone I have talked to appreciates the call but to tell you the truth, I am worn out. I have been taking long walks with my husband and dog at night." Mike K. from Michigan "I am running more, usually do about 2-3 miles a day anymore, it clears the mind. I try to do it in the morning." Sue G. from Illinois said, "I have found a little relief in working with Habitat for Humanity (<http://www.habitat.org/>). I have been lucky to meet some extraordinary people I would have never known, it's been very helpful for me and for my family." Shelia A from Missouri said, "I have been listening to a lot of relaxing music at work on my iPod. I've also cut down on my caffeine at night and shut off the news before I go to bed. I just read anymore, we took the TV out of the bedroom." Larry T. from Iowa sent me a message that said, "I work out during lunch; I do about 20 minutes aerobic and lift for another 15-20 minutes. The best is the hot sauna. I come back to the office refreshed and ready to go. I have also dropped 18 pounds." Richard D. said, "I help out with our Church, there are a lot of older people that are struggling with unbelievable things, I have found relief in helping less fortunate folks out." Sandy L. from Minnesota said, "You might think this is corny, but I keep a mirror by my phone and I try to smile while I am on the phone."

One of my favorite truisms: When you're up to your ___ in alligators it's often difficult to remember that your primary objective was to drain the swamp! I think you have got to step back and find your primary objective. Is it to jump every time a client wants something or build a client service model that anticipates most things clients want by surveying the client's expectations. Secondly, you've got to take care of yourself before you can take care of your clients. Balance is critical. Prioritize your schedule, don't just schedule your priorities. We can choose whether we run the job or the job runs us!

CELEBRATING 32 YEARS OF EXCELLENCE



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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.