

MARCH 16-20, 2009

IDEAS

CALLS, CALLS & MORE SALES IDEAS

Some of you might be trying to find a tip or idea to help you in this down market. WRP has partnered up with 6 companies to conduct informative conference calls this month. Last month we had 7 calls to help you with ideas, products and processes to improve your business. If you have missed these calls, go to eWRP under Calendar of Events and review all the calls. You just might catch an idea to help you navigate this market. If you are not a WRP rep, call me and I will help you sign up to listen.

SALES TOOL FOR SOCIAL SECURITY

I received this from Vince Pilolli; WRP's Director of Sales, Products and Resources. I have attached it to this week's Tip. It is a new sales tool for financial advisors from Sun America that you can use when helping your client's plan for their retirement: Social Security benefits are an important component in many retirees' plans for retirement income. However, many recipients don't realize that up to 85% of their Social Security benefits may be taxed as ordinary income, reducing the net amount available to meet retirement income needs. This value-add piece includes a worksheet to assist clients and their Financial Advisors in determining the taxability of their Social Security benefits and positions variable annuities as a tax management strategy.

BLOG's, BLOGS & MORE BLOGS!

Do you have a favorite sales/inspirational/motivational blog? Can you send it to me? I will send each of you who sends me a blog site, the world renown "Cow pie" from the Baraboo Candy Store. Here is a blog you should review:

SALES FORECE ONE:

<http://salesforceone.typepad.com/salesforceone/2009/02/make-your-first-call-count.html>

There is a great webinar on making your first call count with a prospect. I found it very interesting.

Another one is: HEAVY HITTER SALES BLOG:

http://heavyhittersales.typepad.com/heavy_hitter_sales/

CNBC is not so smart! Thanks to Bill Nourse

<http://www.thedailyshow.com/video/index.jhtml?videoid=220252>

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.

Last week I was at several offices recruiting prospective financial advisors and I was amazed at how some of these reps dressed. Now, I am not some fashion GQ type, but I do take pride in how I might dress for a particular occasion. One of the reps I met with was stuffed into a tight black shirt. I kid you not, I thought that at any time, the buttons would be flung across the room. His shirt was also too short...I'll spare you the details about that look. One of the female reps I met with had on a mini skirt. One rep had his shirt unbuttoned like a Las Vegas lounge act. Do you dress according to how your clients and new prospects might see you or do you just pick something that is clean and on a hanger? There are reps who wear a suit and tie and others, business casual. What's your choice? Do you think people care that much?

In our dealings with people, we influence and are influenced by the colors of clothes, shoes and accessories we choose to wear. I had a boss who used to inspect all of her VP's shine on their shoes at meetings, really, looser had to be the errand geek all day. It is said that 90% of all communication is non-verbal. That is, our gestures, facial expressions, body language, breathing, eye movements and appearance disclose more information than our words do. To create a rapport with people (which is what we all want—others to listen and understand us) we want our non-verbal and verbal communications to give consistent messages. We can help harmonize the two by choosing our colors carefully. I kid you not, keep reading.

Warm colors share energy and excitement. Reds, oranges and golds give the message that here is a person of passion, energy and excitement. On the other hand, if we want to be seen as calm and peaceful then cool colors, such as, blues, greens and silvers will give the listener more of a sense of serenity. We will be seen as tranquil, even-keeled and wise. If we need to be seen as the authority then darker colors such as navy, black and chocolate brown would be more appropriate. It will give the impression that we are knowledgeable and in charge. If the goal is to establish an equal relationship then lighter colors, such as tans, grays, and creams will bring the peer connection that you seek. These colors will help you be seen as understanding, patient and helpful. If you find that you need to stand out in a crowd, such as a business-networking group, then you want to be bolder in your color choices. A flashy tie or jewel-colored blouse will be noticed and remembered. I remember attending one early morning spring meeting in which I had to speak to about 50 reps who I had not met before. I had a Land's End 100% cotton pin point white button down, bright red tie and a red handkerchief in my suit pocket and months later several reps still remembered my name and they commented on that tie and I am not that good looking folks.

Whatever your goal is; from wanting to enhance the energy of a presentation, to standing out in a crowd, to looking calm and in control, you can harness the power of colors to help you achieve what you want. If you have trouble with this, stop in at a high end men's or woman's clothing store and ask around. You can go to You Tube <http://www.youtube.com/watch?v=n0DFwGy8wUg&NR=1> and put in "dress for success." You'll be surprised how many people take this seriously.

Now, some of you live in small towns, Wal-Mart and Fleet Farm might only have a limited section on dress wear, so I suggest looking online at Land's End: <http://www.landsend.com/>, JC Penny's: <http://www.icpenney.com/icp/default.aspx>, Macys: <http://www1.macys.com/index.ognc>, Jos.A. Banks; <http://www.josbank.com/HomePage.process>, or Men's Wearhouse: <http://www.menswearhouse.com>. These are just a few names you can order directly from.

I have talked about branding YOU. A good way to think of branding is that it is the face of your business. It's the first thing anyone will ever see without knowing who you are. Your logo is someone's first impression and you want it to be good. That first reaction could very well predict if someone does business with you. Subconsciously (or not) we all judge based on appearance. Just think if you showed up to a meeting in a Chicago Cub uniform; looser. Why would you clothe your business in a less than professional manner?

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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.