

# Start The Millennium Off Right And Be Like Magic

You may or may not be a basketball fan, but you have probably heard of Ervin “Magic” Johnson. People called him “Magic” because of what he could do with a basketball. His magic thrilled thousands of spectators, his teammates as well as other NBA players. Magic took the lead and made the opposing team concentrate on him — Magic controlled the game.

Every salesperson has an opportunity to take the lead and create magic — and you don’t have to be a famous basketball player to do it. Just be yourself. You can learn how to take a name on a piece of paper and in less than 45 seconds create enough magic through curiosity and concern to get in the door. The magic you need to create is to convince your prospects they were correct in sending back the lead. Further, and most importantly, you need to create an atmosphere of confidence. You can create this magical atmosphere by helping prospects get the answers to their questions about protecting their assets, income and/or health.

Create magic by preparing enough for the game so that your prospect isn’t intimidated or unsure of your level

of confidence. As Agents, you need to be ready to take the ball to the basket. In insurance vernacular, this means have a memorized and fluid command of both a front door and telephone “appointment only” approach. Be prepared to go “one on one” with your prospect. Know what appointment objections are going to come up and have



at least two control questions to neutralize or counter these objections.

Working leads properly is easy and, as we all know, can be very profitable. You just have to work out the right game plan. Use and incorporate these tips into your current approach and you’ll see your leads magically become appointments.



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insurance agents and managers nationwide and has conducted thousands of seminars and workshops on lead and recruiting training.

Don is also the creator of THE APPROACH<sup>sm</sup> lead conversion process designed for agents and managers who want improved effectiveness in converting names to leads or appointments. For information on THE APPROACH and other lead/recruiting training products call 1-877-SEE-GURU or visit our web site at [www.theleadguru.com](http://www.theleadguru.com). All e-mail inquiries should go to the Director of Marketing and Sales, Michele Tapp at [mtapp@prodigy.net](mailto:mtapp@prodigy.net).

***And don’t forget to ask about DMR & Associates’ Continuing Education courses now available.***