

The Rolling 16

Keeping a Full Complement of 16 Appointments is Another Key to Success

What is it? How does it work? Why is it important?

The Rolling 16 is an organized process which allows Agents the opportunity to control their daily or weekly appointment setting effectiveness. Obviously, once this process is implemented correctly and followed, it will be possible to average 16-plus preset appointments each week.

How does this process work? In order for the Rolling 16 to work, you must set aside time to preset 16 appointments for a specific week. By saying "preset appointments," I am referring to new prospects who know you are coming over to talk about insurance or some related topic; i.e., free benefits package or a policy review. It doesn't make a difference how you preset these appointments – face to face or by telephone – just get them set ahead of time. You should allow at least two hours between each of these appointments to allow time to go out and replace appointments for your open time segments. For example, if you have a 9 a.m. appointment, you should arrive in the area no later than 8 a.m. or start calling leads you



have in the area to schedule additional appointments from the office.

What's the objective here? The objective of this exercise is to always have 16 new preset appointments at all times and to replace each appointment with another immediately. So at the end of each week, you always have 16 preset appointments to look forward to! If you apply this technique to its fullest potential, you will find that you will actually average 20 to 25 appointments in any given week. You will have the 16 preset appointments, plus, due to call backs, reschedules, etc., you will roll over six to eight more people who

need to change their original appointment time or someone will call you back to reschedule from a previous missed appointment a few weeks back.

Why is it important to have 16 preset appointments? The reason this is an important activity goal each week is due to the 30 or 35 percent that cancel or reschedule. You never count a cancelled or a rescheduled appointment more than once as a pre-scheduled appointment. The term, "Rolling 16" means you always have 16 people who you preset, but only once. This system forces you to recognize that a contact flow of new appointments each week is necessary for success.

What prospecting sources should be used? It really doesn't matter. Set your 16, then route your replacement calls around the 16. Call or drop by before, during and after each appointment to replace each one. You can roll over an appointment you want for another time, but remember – you must preset a new 16 in addition to your rollover appointments each week.

And remember: **Activity Produces Production - A-P-P**



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Don is also the creator of THE APPROACHSM 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 products, call toll-free 1-877-SEE-GURU (1-877-733-4878) or visit our web site at www.theleadguru.com. All e-mail inquiries should go to Director of Marketing and Sales, Michelle Tapp at mtapp@prodigy.net.

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