

LEAD GURU

The biggest challenge people face each day is maintaining consistent activity. Why? There are a lot of reasons, but careful examination would suggest that we all face three parts to this challenge:

1. Getting Up is especially tough when you are not confident on where you are going and how you are going to get in when you get there. This is the reason why you hear of Agents who spend 80 percent of their time prospecting or determining where they are going. This, by itself is a good enough reason for the average salesperson not to be too excited about "getting out," let alone wanting to get up each day and go to work.

2. Getting Out is a challenge for a lot of salespeople who may or may not have "getting up" under control. Even if you "get up" each day, you may become easily discouraged once you determine you don't have any pre-set appointments to call on. This is where a good lead prospecting program can be of tremendous value. It can keep a salesperson excited about getting out everyday because they don't have to face the uphill battle of prospecting all week.

3. Getting In is the final and third part of the prospecting activity cycle. This seems to be the toughest challenge for most agents. You can get up and be excited each day, and have a lot of good places to go, but if you don't have your approach skillfully



developed, you can quickly become discouraged.

Now what starts to happen is a reverse prospecting cycle. You now start to find reasons not to Get Up and quickly decide you need to go out less – just work more qualified prospects. The reality of this scenario is less is NOT better. Any time a salesperson begins to reduce activity, his or her overall results, skill level etc. begin to suffer.

The key to overcoming these challenges is to have at least 15-16 pre-set appointments each

week. I think you will agree that if you have this many appointments on a weekly basis, you probably won't have a Get Up or Get Out problem anymore. It's all about defining and redefining your appointment strategy. Some of you may need a few less than 15 appointments and some may need more to keep you motivated.

The key is to continually give yourself something to look forward to. Each appointment is a new possibility for Getting In – you just have to make sure you Get Up and Get Out there first! As salespeople, we need to build our self-confidence by building our appointment strategy in such a way that we want to Get Up, Get Out and Get In as much as possible.

Don Runge, CLU, is president of DMR & Associates lead consulting and recruiting firm in Plano, Texas. He has accumulated 25 years experience as an agent, sales manager and marketing executive. To date, Don has trained over 50,000 insurance agents and managers nationwide and has conducted thousands of seminars and workshops on lead and recruiting training. He is internationally recognized as a motivator, educator and trainer throughout the insurance industry, and is known by his colleagues as "The Lead Guru".