



Handling Instructions

In the September issue of *Vision*, we published an article titled *Polishing Your Image* which supplied pointers on improving your presentation skills. Following that tradition, we are now offering *Handling Instructions*. Just as you follow the care instructions on your favorite article of clothing or research tips and techniques to build your production, we are providing some simple tips to help you care for your business.

1. Plan a day for the wash.

It is important to plan your business day just as you would plan a laundry day. Select one day a week to make calls and set appointments. Also, remember everyone appreciates punctuality and attention. Emily Huling, author of *Selling in a Hard Market*, says, “Plan your time to arrive early and stay late.” Keep this in mind when setting-up your presentation appointments.

2. Delicate fabric — handle with care.

Your entire wardrobe is not normal wash-and-wear, and neither are your clients. Many prospects may not be a one call close. “Just because a prospect wants a quote, doesn’t mean they are willing or able to buy,” offers the December issue of *Independent Agent (IA)*. Learn to read your client in the first few minutes of a meeting and plan your strategy from there. Suitability of coverage is key in creating and maintaining persistent business.

3. Tumble dry low, fold promptly.

To every activity there is an end, and, unfortunately, folding is always the chore which follows laundry. In the field, don’t make follow-up a chore. Take the time and follow up advises IA. “A few days after visiting a client or prospect, drop a personal note offering an additional idea from your time together.” An Agent looking out for a customer will more than likely receive repeat business and referrals.

4. Don’t forget to iron.

Just as ironing is the final detail in a great looking wardrobe, having a polished presentation and look can be the difference between making or losing a sale. Knowledge creates credibility, credibility leads to trust, and trust sells insurance. Polish your image and know your product because sometimes the best opportunities come when you least expect them.