

# The Equation is Key!

*Talent is recognizable not only by quality, but also by the quantity it yields.*  
Anton Chekhov, Russian playwright, 1860-1904

## THE KEYS TO QUANTITY SALES:

- **Set 15 to 20 Appointments Weekly:**

Allowing for cancellations and illness, this number should provide enough customer contacts to reach or exceed your goals.

- **Cross-Sell at Every Opportunity:**

According to an article in the February/March 2004 issue of *Insurance Marketing*, the cross-sell ratio in the insurance industry is extremely low. Yet, the old axiom, "Your best customer is an existing customer" still rings true. It takes less time and effort to sell to an existing customer than it does to sell to a new one. Since you've already established relationships with these customers during the initial sales, why waste the opportunity to generate additional sales? Tap this resource and your quantity of sales will increase dramatically.

- **ALWAYS Ask For a Referral:** If you've handled the presentation well, listened to your prospects and treated them with respect and courtesy, they will not hesitate to provide a referral, whether they buy from you or not.

Quality and quantity work as a team. Start with a healthy dose of quality and apply it to each and every sales presentation to create sales with a high level of persistency, long-term retention and steady yearly income. Quality plus quantity generate only positive effects for you and your customers that keep your **CLOB** rate falling and your commissions and residuals climbing!

Sources: [www.adviceonmanagement.com](http://www.adviceonmanagement.com); [www.worldofquotes.com](http://www.worldofquotes.com); [www.bartleby.com](http://www.bartleby.com); [www.careerbuilder.com](http://www.careerbuilder.com); *Insurance Marketing*, February/March, 2004; *National Underwriter*, June 7, 2004; *National Underwriter*, April 19, 2004; *National Underwriter*, December 9, 2002; *Independent Agent*, February 2003; *Agent's Sales Journal*, June/July 2004; *Agent's Sales Journal*, Fourth Quarter, 2003.

- **Make Yourself Known in Your Community:**

- Offer to speak before local groups like the Kiwanis, Lions Club, Parents without Partners or Senior Citizens. This approach will also provide you with outstanding networking opportunities.
- Sponsor a local kids' sports team. Whatever your interest—soccer, football, basketball, rugby—there will always be a group of boys and girls who would love to have United American's name emblazoned across the front or back of their uniforms. You can get a lot of valuable exposure on a Saturday morning!
- Use standard promotional materials such as caps, visors, tee shirts, pens and pencils. Some of these are very inexpensive and can be an excellent and longlasting form of advertising.

