

We set the table with the presentation. It is the foundation for everything. This presentation was designed and written with all of the necessary features in mind. Everything in the script is carefully positioned as a pre-emptive strike against objections that may come up later. And if you don't build that foundation, if your "house" is missing half of the mortar or half the bricks, I'm telling you right now, it's going to collapse.

That may be happening to you. If you get to the tail end of this thing and it collapses on you, it's because you didn't set the precedent... you didn't cover paragraphs four and five. If you go back and look at those paragraphs, and you stress those in the home, then when you close and you say "Now, I mentioned to you earlier that there are a bunch of companies out there and I shop through most if not all of them. I told you what I look at and why. So if anyone calls you, or tells you that they have great rates, or another agent tries to contact you between now and then just smile to yourself and know that it's a gimmick. Call me any time if you have questions."

That's how you conserve business. That's how you stay on track and place all your business. Are you going to place everything? No. Because in the end about 12% of your business is either going to be declined, or fall out during the medical process, or be so ridiculously rated that you can't find a carrier for it or get a commitment from the consumer. But that leaves you 88% of your business that can be put in force.

I would encourage you, if you're not placing at least 85% of your submitted business, to take a good look in the mirror and figure out what you can do to start placing 85% or better because I'm telling you that it's happening all around the country. I see this as a very exciting opportunity. So many agents, in all types of cities and towns, with clients in vastly different socioeconomic categories, are having outstanding success right now, and it's only getting better. I think there's a ton of room for improvement, and that means a higher income, greater success, and a better career for everyone that plugs in and follows the system.

After all, isn't that why we're all here? To achieve our goals and dreams, and have the type of income that only a small percentage of the population will ever achieve? Let's make it happen together.

