

AGENT'S SALES J · O · U · R · N · A · L

The "How to Do It" Publication for Agents

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In a Tight Economy, Top Agents Produce



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- Prosper Under Any Conditions
- Place Yourself In Control
- Earning Your Way Every Day

Things are uncertain out there. Consumers are scared. Companies have cut back. Earnings and commissions continue to fall. And yet, some agents are having career years. They're putting up big numbers despite the economy, and powering forward in the face of tighter spending and fewer dollars. Speaking for myself, some of my highest production years over the past five decades came during lousy economic times, when others threw in the towel and accepted defeat.

So why is it that some salespeople prosper regardless of the economy while others find it a convenient excuse? I believe that as sales professionals, our production and success are all within our own control. That doesn't mean you don't have to adjust or make changes along the way. Rather, it means that a down economy provides exceptional opportunities to wake yourself up, refocus your efforts and concentrate on success. What are the keys to staying successful during tough times? Here's everything you need to know:

1. Master yourself so you can master time. Time is the most valuable asset in any salesperson's career, and mastering time becomes particularly important during a down economy. In managing my own agency, I estimate that even good salespeople — the top 20 percent — waste 28

percent to 32 percent of their time on the inconsequential side issues that only distract. Imagine now releasing that 30 percent and putting it to work for you in pursuit of a bigger and bolder career. Is that enough to overcome a down economy?

Absolutely. I do it by following the simple mantra of the four D's. For every item in my life, every piece of paper that hits my desk, I categorize it by one of the four D's. I either Do It, Delegate It, Delay It, or Destroy It. Following that formula allows me to quickly surf through a cluttered desk, taking into account everything on my horizon and acting upon it, so I can free my time to find and win more business. Try it for just one week. At the end of each day, pile the papers on your desk in front of you. Then, apply one of the four D's to each, until your desk is clean. The next morning, you come to the office focused on winning business, instead of moving paper.

2. Embrace That One Critical Moment. In each of our days, there is that one critical moment between action and inaction, between achievement and mediocrity. Maybe it comes at the end of the day, when we deceive or fool ourselves and fail to send out that extra prospecting letter. Or, perhaps it's early in the

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morning, as we lie in bed, sleep that extra 30 minutes, and fail to hit the gym as we had promised ourselves the night before. Why is it that some of us can embrace that One Critical Moment, and within it, do what we said we would do, perform regardless of the obstacle or barrier?

Urgency is one factor. I rest much of my own success on the ability to understand the notion of NOW. Planning, approach and background are important. But that One Critical Moment depends upon the ability to act with urgency at this very moment in time. I tell myself, it's Produce or Die! And during tough economies, that is particularly true. If urgency is what you lack, then look around. The world is holding back their spending and their investment! Weakened spending puts all of our careers at risk. Luckily, we have the antidotes. It's within that One Critical Moment, the 60 seconds within each day where you say, "I will not be denied. I will achieve regardless of the hurdle. I will embrace this Critical Moment and act to move my life forward!"

3. Free Yourself to Perform. Scared

by what's going on in the economy? Worried that leads have dried up? Concerned that you won't be able to pay the mortgage or rent? Ninety-nine percent of all that you worry about never comes to pass. So free yourself from the trivial worries of a down economy. For over 50 years, I have witnessed and withstood them all — inflation, stagflation, recession and near-depressions. But one truism holds: Great salespeople always succeed. And it's not because of the economy. No, even in the best of times, people just don't throw money at you. You have to earn your way, every day. By mastering your time and embracing that One Critical Moment, you can take a giant step in assuring your own power and prominence, regardless of the economy, place, or time.

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