



2016 MDRT Annual Meeting e-Handout Material

Title: Reinvent

Speaker: Bharat Vadilal Parekh

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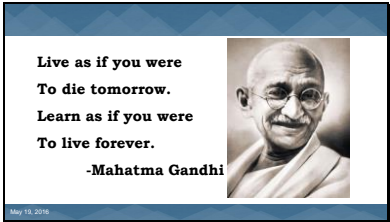
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



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Slide 4


We Have the Power to Lift Every Life We Touch



Albert Einstein


Thomas Edison


Mahatma Gandhi


Nelson Mandela


Roger Bannister


Edmund Hillary

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The Path Of Reinvention Begins With USP



- **U**nique Ability
- **S**tay Connected
- **P**rospect Up

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Unique Ability

- Evaluation & Education go Hand in Hand

KEEP

EDUCATING

YOURSELF

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Unique Ability

Mentor

Mr. L. T. Mulchandani
CEO
Space Academy

Mr. R. Gopinath
CEO and MD
Oppest Centre for Learning Private Ltd.

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Unique Ability

Do What You Do Best & Delegate the Rest

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Stay Connected

- In Relationship Building the Most Important Thing is to Stay Connected



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Stay Connected

Time is not Money,
Relationship is more than Money


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**OUT OF SIGHT
OUT OF MIND**

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HELPING
YOU MAKE
IMPORTANT
DECISIONS

Staying Connected

- Newsletter
- Personal Telephone Calls & Visits
- Personal Notes
- Tune in with Technology
- Review System
- Special Occasions
- Gratitude Day

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Staying Connected

Newsletter are Excellent for Building Relationships



Clients call us for extra copy to lending it to their Family & Friends.

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Staying Connected

Personal Telephone Calls and Visits



Nothing can replace this.

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Staying Connected

Personal Notes

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Staying Connected

Use of Technology

Technology is not a threat,
But an Opportunity.....

I purchased my first laptop
way back in 1990 for
whopping Rs 2.00 Lakhs

Technology is never
going to be able to do
everything

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Staying Connected

 [www.b-----.com](#)

 1800 -----

 s-----@b-----.com

 SMS

 SMS

 Whatsapp

 FaceTime

 Skype



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Staying Connected

Review System



There are additions to the family by the way of marriage and children, losses by the way of deaths and separations, changes in business like expansion, take over etc.

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Staying Connected

Special Occasions

- Birthdays
- Wedding Anniversaries
- New Business Achievements
- Promotions
- Celebrations
- Office Inauguration
- House Warming
- Business Establishments Anniversary

GET
ATLEAST
15
IMPORTANT
DATES
RELATED TO
THE FAMILY

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Staying Connected

In times of Sorrow



Get Well Soon!



My deepest sympathies on your loss.

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Staying Connected

Gratitude Day



17-Dec-2001




13-Sep-2015

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Staying Connected

Relationships are more important than life, but it is important for those relationships to have life in them.

- Swami Vivekananda



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Prospecting Up



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Prospecting Up

I followed the "STP" method.

SEE THE PEOPLE

SOLVE THE PROBLEM

SELL THE POLICY

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Prospecting Up

Creating your own Brand Image



Why Should The Customer Choose You?

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Reinventing Ways to Build A Brand Image

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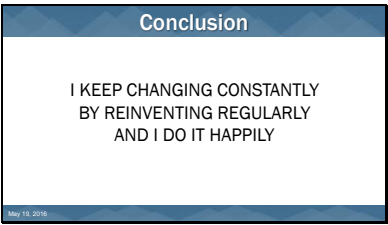
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