



2016 MDRT Annual Meeting e-Handout Material

Title: Ten Tips to the Top...of the Table

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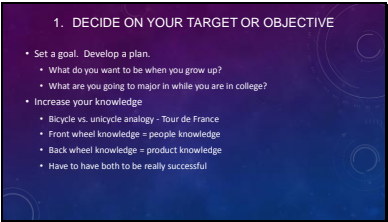
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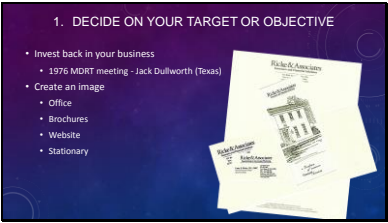
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Slide 2



Slide 3



Slide 4

2. TAKE ADVANTAGE AND LEVERAGE ALL OPPORTUNITIES

- Maintain harmony and balance in personal and business life.
 - "I make the living, but my spouse makes the living worthwhile" (Jack Turner, MDRT meeting)
- Take advantage of your company's National alliances and marketing programs
- Use local marketing strategies in conjunction with organizations and associations.

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3. POSITION YOURSELF FOR GREATNESS

- Fuzzy Zoeller Golf Story
 - Palmer, Nicklaus, Watson (Skin's Game)
- Objective is to play on "Sunday"
- Observe the greats of this business
- Always do the right thing
- Lou Holtz Story
 - Can I trust you?
 - Are you committed to excellence?
 - Do you care about me?

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4. DEVELOP RELATIONSHIPS AND NAME RECOGNITION

- People buy people and do business with people they like.
 - We sell trust.
- Name tags
- You are on stage every day
 - "What you are speaks so loudly - I cannot hear what you say."
- Don't get the big head
 - It's nice to be important, but more important to be nice.

Ricke&Associates

ASSOCIATES AND PARTNERS

LARRY RICKE

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5. NETWORK AND PROSPECT DAILY

- Involvement in your community, target group, industry
- Don't try to reinvent the wheel
- Be aware of opportunities (KY Derby fish story)
- Tony Alessandra (MDRT meeting 1997)
- 4 stages of a prospect
 - 1. Prospect (name)
 - 2. Sale
 - 3. Customer
 - 4. Apostle - loyal fans who tell everyone about you

What's Apostle worth?

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5. NETWORK AND PROSPECT DAILY

- Ask people for their help and guidance
- Listen - 2 ears vs. 1 mouth

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6. BE CREATIVE

- Newsletters vs. Newscard
- Flowers vs. Book
- Tootsie Roll Pop story
- 401(K) Presentation



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7. KEEP SOLUTIONS SIMPLE

- People don't buy what they don't understand
- Show prospect how solutions solves their problem
- Estate planning on a business card example


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8. PROVIDE VALUE ADDED AND ALWAYS SAY THANK YOU

- Deliver more than you promise. Wow the customer. Become a customer maniac.
- Thank you cards after appointments, sales, etc.
- Note cards for birthday, funeral, newspaper clippings.
- Treat people with respect.
- Be courteous and prompt.



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9. REMEMBER VILFREDO PARETO

- Italian economist who died in 1923
- 80% - 20% theory
- 20% of the coins in pocket represent 80% of value
- 20% of prospects account for 80% of your business
- Priority to the 20% (find likeness and prospect)

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TO RECAP THE TIPS WE'VE DISCUSSED SO FAR:

1. Decide on your target or objective.
2. Take advantage and leverage all opportunities.
3. Position yourself for greatness.
4. Develop relationships and name recognition.
5. Network and prospect daily.

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TO RECAP THE TIPS WE'VE DISCUSSED SO FAR:

6. Be creative.
7. Keep it simple.
8. Provide value added and always say thank you.
9. Remember Vilfredo Pareto.

And the 10th Tip...


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10. YOU MUST MAKE THE COMMITMENT TO
WORK 1/2 DAYS

And in our business,
I don't care which 12 hours
you choose!

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Thank You



And may you all make it to the
Top...of the Table!
