
Using the Message Map

MDRT research shows members join, or stay with, the association for very personal reasons. As an MDRT ambassador, it's important to understand and represent these personal values in a context that best positions the organization.

The enclosed Message Map is a tool to help. It's not a script or a handout for a prospect. But it can be an invaluable tool for MDRT leaders to consistently and effectively represent the unique value MDRT provides:

[MDRT members have access to the best minds in the business.](#)

- This access benefits both members and their clients.
- Access to other members and information is possible 24/7 and 365 days per year.
- The ultimate value comes from interacting with the best of the best.

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Putting it into Practice

Like selling financial products, you should position MDRT based on the interests of your prospect:

- For a business-focused, early career professional you might say:

“MDRT gives you access to the best minds in the business. Your career can be tough, and MDRT gives you a competitive edge to grow your business.”

- For a mid-career person seeking professional growth you might say:

“MDRT gives you access to the best minds in the business. MDRT members are all top professionals. We help each other get to the next level by addressing issues from growing a business to solving client problems to balancing career and family priorities.”

- For a long-term successful professional you might say:

“MDRT gives you access to the best minds in the business. There is no better place to enjoy your success and give back to the profession than with MDRT.”



Representing MDRT
with Members and
Prospective Members



For MDRT Internal Use Only

Strategic
Positioning
Message

MDRT members have access to the best minds in the business

Core
Messaging
Platforms

Benefits both members and their clients

Access is 24/7, 365

MDRT members are the best of the best

Support
Points

Grow your business

- MDRT members share best practices and help each other improve their sales and practice management techniques
- Networking and education opportunities translate into increased revenue
- Members inspire each other to achieve greater levels of production to attain Court of the Table and Top of the Table status

Inspirational meetings

- MDRT meetings deliver a level of inspiration and education unmatched in the profession:
 - The MDRT Annual Meeting features sessions by more than 100 of the world's leading motivators and financial experts
 - MDRT Experience meetings
 - The Top of the Table Annual Meeting

Access to the best

- MDRT members are the top life insurance and financial services professionals world-wide
- Every aspect of MDRT is geared for top professionals – not “watered down” for general audiences

Build client trust

- MDRT's strict membership and ethical standards show clients you are professional and trustworthy
- Members help each other solve unique challenges for their clients
- MDRT builds tools and resources to help members better communicate with clients and prospects:
 - Client communication tools such as news releases, ads and presentations

Broad information access

- Digital and traditional media provide 24/7, 365 access to sales ideas and best practices from fellow MDRT experts:
 - Educational Web seminars
 - MDRT Network
 - MDRT Connect
 - Podcasts
 - Interactive website
 - *Round the Table* Magazine

Prestigious peers

- Advisors must meet significant qualifications annually to be a member:
 - Production – sales of life insurance as well as other approved products and services
 - Professionalism
 - Adherence to a strict Code of Ethics

MDRT changes lives

- Whole Person: “Balancing Work. Life. Success.”
- The Whole Person encourages balance in seven life parts – health, relationships, spiritual, education, financial, service and career
- The Whole Person helps members strengthen relationships and enhance time spent with their families

Personal relationships

- Many members develop close personal relationships with fellow members through:
 - Volunteering at meetings and on committees
 - Sharing pride and passion to help clients, advance careers and mentor others
 - Study groups

Give back

- Members support community and charitable involvement through the MDRT Foundation, which allows them to:
 - Support charities/causes worldwide
 - Obtain grants for causes in their local communities
 - Participate in “hands-on” volunteer projects
 - Grow as business leaders



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