

“From the Trenches Coaching E-Mail”

Date: January 29, 2024

From: Dennis Tubbergen

Note: You are receiving this “From the Trenches” coaching e-mail because you requested information from my company “Rocket Production Systems” sometime in the recent past. You may remember the “Business Blueprint” book revealing how I produce \$20 million in annuity premium each year while working with clients just 10 hours each week.

“Two Fundamentals We Forget”

I’ve said many times before that I’m very fortunate to be able to be able to work with the money makers of the financial services industry. I’m very thankful that the excuse-makers of our industry won’t spend the money necessary to be a Rocket member. Oh, occasionally, an excuse-maker will find his or her way into the Rocket fold, but it doesn’t take my staff long to sniff `em out and get rid of them.

That’s why I’m surprised when someone I know to be a money maker, someone who’s embraced almost all the success and marketing principles that I teach, tells me something that they’re still doing in their business that they should have quit long ago. In fact, they should have quit some of these activities before they did anything else to improve their business.

I’m bringing this up because of a conversation that I had with someone that I know is a money maker. They earn a high 6-figure income each year and from all appearances, do most things the right way.

During this conversation, I asked this member what kind of prospects he’ll meet with. Or, in other words, what his minimum threshold for a client?

His lack of a quick answer was very revealing. After a couple of probing, follow-up questions he admitted that he had no hard and fast rules for what clients he’d take and what clients that he wouldn’t.

When I asked why his answer was that, in his mind, doing business with someone with lower assets is better than not doing business at all.

Let me be candid. That thinking is **seriously** flawed.

The quickest way to transform your business is to have minimum client standards and **stick to them**. It’s imperative to raise these standards periodically as well. It’s one of the first, quickest, and easiest things that you can do to immediately increase your business.

On this same note, it's also a good idea to look at your client base each year and refer out the bottom 10%, allowing you to upgrade your clientele' every year.

One of this week's messages is simple.

Just say 'no' to some business.

If you're using this strategy in your business (as you better be), take a look at your clients, identify the bottom 10%, and refer them out. You'll be doing the client, as well as yourself, a favor.

On top of saying 'no' to some business, there is another business fundamental that every mega-earner uses (and doesn't forget). It's a fundamental skill.

This fundamental skill is how prospect questions are answered.

In the joint presenting that I occasionally do with Rocket members on large cases, I find that more advisors than not have a need to immediately answer a prospect's question in a way that would put the prospect at ease and keep the planning (a.k.a. sales) process moving ahead.

To give you an example, I was on a presentation last week with an advisor and a prospective client when the prospective client asked a question that indicated that he was 'getting' what we were trying to explain but was questioning the wisdom of what we were recommending for his particular situation.

Immediately (to my extreme displeasure) this advisor jumped in and started selling the plan that we were proposing, explaining how well it'd work for the client and why it was necessary to keep that process moving ahead.

To be blunt, that reaction is just plain stupid. Trying to sell somebody on something that they're beginning to doubt only ruins your positioning as a trusted advisor.

On top of that selling without completely understanding the prospect's objections can only raise more objections. When you extol the virtues of a plan or product, and explain the benefits, without directly addressing the client's specific concerns, you risk giving the client even more information that he won't understand, or he'll question.

Back to my conversation. I interrupted the advisor's response and asked the prospective client a very simple question.

I simply said, "I'm not sure I understand what your concern is, would you mind telling me again?"

The client repeated the concern (which was accessibility to his funds), to which I responded, "Assuming we could design the plan so that you could access these funds whenever you wanted to, are there any other questions or concerns that come to mind?"

The client answered 'no' and I continued with the presentation.

Key Point: Always answer client objections and concerns with a question. 'Reselling' a client is almost always a bad idea once the program you're laying out has been explained and the client understands it.

Killer effective presentations are nothing more than a series of well formulated, leading questions.

Reminder for Revenue Sourcing™ licensees: we have a coaching call every Monday. (Sorry, these calls are for Revenue Sourcing™ licensees only. If you'd like to learn more, call the office, 1-866-921-3613)

<u>Date</u>	<u>Call Topic</u>
January 29	Celebrity Advisor Strategies
February 5	Using IRA Tax Analysis to Acquire Clients
February 12	Lead generation secrets
February 19	Income mapping as a client attractant
February 26	One-to-many selling secrets

Note: If you are not receiving these emails each week, please notify your Advisor Success Concierge, Becca Devries.