

# **“From the Trenches Coaching E-Mail”**

**Date: February 5, 2024**

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*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 Success Fundamentals”**

In this week’s coaching e-mail, I want to cover two vital success fundamentals. The second success fundamental was illustrated to me 20 years ago by my then nine-year-old daughter. (Keep reading)

Every now and then it’s a good idea for all of us to revisit what it is that makes us successful. As much as we like to talk about closing big cases and advanced marketing techniques, all these things mean nothing if we’re not doing the ‘basic stuff’ correctly.

Recently, I held a conference call to review a checklist of presentation fundamentals with advisors who would be simulcasting the New Retirement Rules Class. (As a side note, my New Retirement Rules Class just completed had 18 households attending with 100 percent of those households asking to meet with me; this class works!). Whenever I am going to speak at a NRR Class, I always take time to review the success fundamentals or the basics of hosting a successful class.

Why?

Simple. Getting all the details right is vital to getting the best possible outcome. And, if I’m investing the time and money to do a class, it only makes sense to do everything I can prior to the class to ensure I do everything I can do to ‘knock it out of the park’.

A few little details can make a MONSTER difference when making a sale. The same is true when you’re talking about business success. Doing a few, seemingly insignificant things the right way every time, will make a huge impact in the bottom line of your business and income.

The first fundamental is one that is often talked about, but seldom done. **DELEGATE ALL NON-SALES AND NON-MARKETING ACTIVITIES.**

This is an easy strategy to pay lip service to, but not actually implement. I have a few very bright folks on my staff who haven’t yet fully implemented this, even though I’ve beat them over the head mercilessly with the concept.

When I confront them about it occasionally at a Monday staff meeting, they reply with something like, “yeah, yeah, I know that you’re right, I should be delegating this, but it’s just easier to do it myself.”

In a sense, they’re right. It’s difficult to delegate activities and get results that are as good as they’d be if you did it yourself, but that’s not the point. The point is that when you decide to work, you need to make sure that you’re making the highest and best use of your time.

This week's first fundamental reminder is simple: DELEGATE EVERYTHING BUT SELLING. And don't just pay it lip service.

The second fundamental is one that I learned long ago but get reminded of frequently. Simply put, this fundamental is that selling is asking questions.

This is not only an incredibly important business skill to develop, it is also an important life skill since life is, at the most basic level, a sales activity.

Hear me out.

You try to sell your kids on getting good grades, applying themselves in sports, and cleaning their room.

You try to sell your significant other on where to vacation, what to have for dinner, and maybe even cooking it for you.

Kids try to sell their parents on buying them stuff, staying out late, and on how nice their new friend is despite outward appearances.

This all became crystal clear for me one day as I was having a conversation with my nine year-old daughter. She began the conversation by asking this question, "Dad, if we were going to get a horse, what kind do you think that it would be?"

Foolishly and without thinking, I answered, "Probably a quarter horse."

Smelling blood, my manipulative daughter disappeared for a while, and then after what she determined to be a reasonable amount of time, she reappeared with another question.

"Dad, do you have a minute to come into the study and take a look at something on the computer?"

Again, foolishly, I nodded and followed.

There on the computer screen was a picture of a beautiful buckskin colored quarter horse that just happened to be for sale. Before I could utter a word, my daughter told me where we would keep the horse, how we could easily pay for feed by boarding another horse with ours which would be a very good idea so our horse wouldn't get lonely, and it'd be just as quick to feed 2 horses as it would 1, and we could get paid to feed one.

Then she asked the closing question, "If she could find a horse that needed boarding would it be, O.K.?"

On the one hand, I knew that I'd opened this door by not thinking before I answered her earlier question. On the other hand, I was pretty damn proud. After all, here was a nine year-old doing what many in our industry can't. Selling by using questions, anticipating objections and overcoming them during the presentation, and then closing by asking another question.

Here's my point. The biggest, costliest mistake that any advisor or agent can make is not selling through questions and anticipating prospect responses. Sadly, it's one of the easiest mistakes to fix.

Here's how I do it. Before every presentation that I make, I physically list potential prospect objections and then some talking points to use during the presentation to make certain that I overcome them. If you're not doing this, start. It's an incredibly high paying activity.

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>
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
March 4	Adding Managed Money to Your Practice
March 11	Tax Strategies to Attract New Clients
March 18	Life Insurance Arbitrage Case Studies
March 25	Charitable Planning Strategies to Attract New Clients
April 1	Life Settlements as a Practice Revenue Source
April 8	Estate Planning Strategies New Clients Will Love
April 15	Split Annuity Strategies
April 22	The Amazing Power of the USP
April 29	Overcoming Objections When Taking an Application