

“From the Trenches Coaching E-Mail”

Date: April 1, 2024

From: Dennis Tubbergen

Note: You are receiving this “From the Trenches” coaching fax 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.

“Just Say ‘No’, Only Really Mean It”

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 most of 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 successful, 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.

During this conversation, I asked this member what kind of prospects he’ll meet with.

Or, in other words, what is 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 him why he had no hard and fast policy, 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.

This week's message 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.

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> |
|-------------|---|
| 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 |
| May 6 | Tax-Free Life Insurance Sales Strategies |
| May 13 | Estate Planning as a New Client Acquisition Tool |
| May 20 | Life Settlement Case Studies |
| June 3 | IRA Planning to Sell Bonus Annuities |
| June 10 | Five to Six Figure Advanced Planning Case Studies |
| June 17 | RMD Planning to Acquire New Clients |
| June 24 | Five to Six Figure Advanced Planning Case Studies |