

“From the Trenches Coaching E-Mail”

Date: April 22, 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.

“The Difference Between Mediocre and Amazing”

Many of you reading this have probably heard the following sports statistics:

-the difference between the top money winner on the PGA Tour and the touring pro who finishes last for the year is less than one stroke per round on average over the entire PGA tour season

-the difference between the pole sitter at a NASCAR race and the car starting the race last is a fraction of a second over the course of race qualifying

Those stats, the last time I verified them, were entirely true and are very instructive.

They tell you that the difference between being number one and being last in almost any endeavor is small, even minuscule.

There is a basic that these stats gloss over though.

These sports professionals are extremely talented. I’m a golfer but no matter how hard I practice, I’ll never even qualify for last on the tour. Forty years have elapsed since I first held a golf club, and I know first-hand I’m lacking the youth and talent to be included in those statistics.

But, when it comes to the financial services industry, the good news is that we are all pretty much on a level playing field. The differences between my annual production of a couple million and someone producing only a couple hundred thousand are small and can be overcome.

After a couple of decades of coaching financial professionals and doing my own personal production (which increases every year), I’ve been able to see with absolute certainty the difference between million and multi-million dollar producers and more mediocre producers of a couple hundred thousand or so.

Here are those differences.

One, high earners have a life-long commitment to learning and seeking another 'edge'. I still read several books a month, a habit I've had for decades: attend conferences, use consultants, and participate in master-mind groups.

Two, high earners spend time working 'on' their business each week rather than just 'in' their business. That means you have to own a business model, tweak your business model and then execute the model. Let me give you an example.

If you want to earn a million dollars per year and work forty-five weeks per year, you need to earn about twenty-two thousand, five hundred dollars per week. Assuming you are in the fixed index annuity market, that's three hundred thousand dollars per week in annuity deposits.

If you're using the Revenue Sourcing™ planning system that might be four clients per month with assets of a half-million dollars or more. That means, depending on your skills and knowledge, you may need to get in front of ten of those prospects each month.

To be safe, that's three new prospects per week.

You need a marketing plan to make this happen. So, you sit down during your work 'on' your business time and design the plan, you execute the plan with no excuses and then evaluate the plan, making changes as needed.

John Maxwell, former pastor, currently a success coach said it well. Making a decision (or a plan) is easy, managing that decision is where people make mistakes.

The mega-successful plan and execute with no variance or excuse making. If you're not where you want to be in your business, why not make a commitment to yourself right now to plan, and then manage that plan?

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)

Date	Call Topic
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