

“From the Trenches Coaching E-Mail”

Date: October 14, 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 \$30+ million in annuity premium each year while working with clients just 10 hours each week.

“What Winners Do”

This week I want to once again share with you a story from the archives. It took place in 2005 when the PGA Championship was held at Baltusrol Country Club in Springfield, New Jersey. Enjoy!

Last week, I traveled to New Jersey where I took in the first two rounds of the PGA Championship. It’s an amazingly well-run, well-organized event, and a good lesson in marketing to a captive audience. Many of the same techniques used by Disney at their theme parks were being used very effectively to extract dollars from those attending the tournament.

The real reason that I want to tell you about the event is to share with you the attitude of one of the winners that I observed there.

As those of you who follow golf already know, Tiger Woods had a miserable first day of the championship, firing a 5 over par 75, to fall 8 strokes behind the tournament leaders the very first day.

I watched Tiger on the 17th and 18th holes that first morning, both long par 5’s that Tiger should have birdied, and watched him self-destruct on both holes. On 18-tee, Tiger hit a drive about 340 yards (!) that drew left and plugged near a water hazard, leaving an impossible lie. When Tiger and his caddie arrived at his ball, they started asking those of us standing in the gallery whether we had seen the ball bounce. When no one indicated that they had, Tiger immediately called for a rules official and made the argument that someone must have stepped on the ball, causing it to plug, meaning that he should get a free drop. That official questioned the gallery much in the same way that Tiger had done just moments earlier, asking if anyone had seen the ball bounce – again, no one

answered affirmatively. So, the official ruled that Tiger had to play the ball or take a drop and a one stroke penalty.

Not liking that answer, Tiger called for another rules official who showed up moments later, went through the same process as the prior official and came to the same conclusion. Having all options exhausted, Tiger took his drop and went on to make bogey on the hole.

The lesson here is simply this: Winners exhaust all options and do what they can to correct a problem, but once all options are exhausted, they get on with things and persistently pursue their goals. In other words, they quit trying to solve problems that can't be solved and don't try to pursue opportunities where opportunities don't exist.

Here's this week's question: What problems are you still working on in your business that you shouldn't be? My experience tells me that most advisors and agents are still spending time trying to solve problems that they should forget about and move on. Or are still trying to close prospects that they'll never close anyway?

Here's my thought for this week: take a good hard look at your business and identify areas where you need to 'take a drop and move on'.

It's a high paying activity.

<u>Date</u>	<u>Call Topic</u>
October 14	Success Key: Making Decisions and Managing Them
October 21	Tips From the Vault: Case Studies from Top Producers
October 28	The Best Ideas Are Borrowed