



Cary's Corner

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From the desk of Cary A. Levinson

Cary's Corner – Volume 26

"Sales Ideas & Facts You Need To Be Aware Of"

To Our Valued Friends and Agents:

So here we are in the middle of February, 2023 and hopefully, your pending and placed sales are right where you thought they'd be. This is the time of year which is typically most exciting for life insurance agents. Quite frankly, if you're not motivated or excited by how your practice is progressing at the moment, I may have a few suggestions for you to think about. Again, these are suggestions only that come with 50 years of experience in our industry, but you are the one who must incorporate any ideas into your practice. Only you can motivate yourself to help others and ultimately, make more sales and commissions. So, as you think about what you can change for the better next week, next month and throughout this year, please realize only you can make things better by working smarter and helping more people when they need it the most. Below are some sales ideas that may be beneficial for you.

1. No one wants to purchase life insurance. Stress the risk of not having it first, and then provide the benefit, whether it's a death benefit or living benefit.

2. Keep track of everyone you speak to whether

it's by an electronic CRM or alphabetically filed index cards.

3. Keep track of prospect's birthdays, anniversaries, key dates, etc. and send a real card in the mail. It's very important to develop and strengthen your prospect/client relationships.

4. Make a persistent habit of always asking everyone you meet for referrals. If you're in a face to face meeting, don't hesitate to ask your client to call a key referral for you.

5. When you speak with potential clients, never lead with price but always lead with value.

6. We were given 2 ears and 1 mouth, always listen to your prospects twice as much as you speak to them. The key to a sale is filling your client's need, not your knowledge.

7. Never be a captive agent. Work with an IMO that has multiple carriers and products and always remain independent.

8. If you know any P & C agencies, see if they are writing life insurance, annuities, CI

and DI or LTC. You can very well head up a new division for them.

9. If you can, develop a relationship with CPA's, attorneys and business brokers to work with and develop leads from.
10. Buying leads can be very rewarding, but try to develop your own leads in addition to purchasing them. Ask every prospect, client and contact you have if they know anyone who might be interested in purchasing life insurance.
11. Assume that all people you speak with have life insurance by asking them if they've checked their beneficiary designation recently and their rates on their existing policy. The cost of coverage may have reduced since they purchased their last policy.
12. Always have a fact finder of speaking points or questions in front of you when on the phone or on a personal interview. Asking key questions will motivate your prospect to reveal key information to you.

Another strong suggestion I have, regardless of how long you've been an agent, is always stay away from MLM, or multi-level marketing schemes. Some IMO's attract unsuspecting agents into their organization and place them under several levels of agents above them. This means that 3, 4 or even 5 people above you, the actual agent making the sale, are making overrides on your effort and hard work. To me, this is unscrupulous and even bordering on illegal because 99% of the time, the newly recruited agent is unaware of the scheme. And if this weren't bad enough, if the

agent requests a release from that organization, in most instances if the release is even granted, the agent loses his book of business to the agents above him. Can you imagine working for years and growing a substantial book of business, and then having to leave all of your clients with your former IMO? Well, this is what's happening because I hear it every day from agents who wish to transfer to Levinson. I can't stress enough how important it is for each of you to always be the Agent of Record and have complete ownership of each and every client you write insurance on. You should be able to cross-sell, do policy reviews, get referrals and earn renewals on all of your business regardless of who your IMO actually is. And never, ever find yourself smothering under layers of agents who you don't know but their hands are in your pocket. For those agents who are remotely familiar with Levinson & Associates, you know that we are 100% transparent. If you decide to join our family of 22,000 agents nationwide, you will own 100% of each and every case you ever write with us. No one will ever make an override on your sales unless you chose to be a part of a larger General Agency when you came on board. Transparency is the key word here and we have been 100% transparent from 1972 when we began our IMO. We pay our agents and General Agents fair and generous compensation coupled with unparalleled service. And finally, we represent over 90 life insurance companies and over 25 annuity carriers so you may choose what's best for each and every client you write. We are truly an Independent Marketing Organization. Thank you for helping us become what we are today.

- **Cary A. Levinson**, *President*,
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