



Cary's Corner

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From the desk of Cary A. Levinson

Cary's Corner – Volume 6

"Levinson's Promise in Changing Times"

As we all know too well, the Coronavirus has most definitely left its impression on how we currently do business in the life insurance and Annuity marketplace. The day of the shake hands with the prospect, and then proceed with a nose to nose appointment" for the most part, is over. And meeting the prospect's wife around the dining room table is a memory of the past, as well. In fact, In speaking with our agents daily, what I hear is, "Cary, what do I do now? How can I make a living?, I'm going to lose all my clients or, I don't even know how to complete a tele-app. Honestly, I'm scared to death and I don't know what to do next. Well, I completely understand our agent's concerns as Covid-19 has definitely changed our industry like nothing I've ever seen in the last 49 years I've been a part of it. However, I also remember my Manager telling me the industry is going through major changes as I sat in a conference room my first week in this business at 21 years old. And now 49 years later, I'm seeing changes like I've never seen before. So, as an experienced life insurance and annuity agent, how can you change, how can you adapt and most importantly, how can you survive? I

certainly don't mean to underestimate the seriousness of the problem, but Levinson & Associates has all the answers for you. We've been the technological leader in the industry for the last 10 years, but it took the Coronavirus to make agents realize this. Programs and platforms like "Sell While You Sleep, Insure Me Now Direct" and "The Levinson Scholarship Program" are all methodologies both new and experienced agents are moving toward. Covid-19 has made these sales tools mandatory, not ancillary. We have webinars weekly many times two webinars in one week, on how to maximize these tools to elevate your practice. For some, the day of the legal pad and rate book are still their sales preference, but for the vast majority, technology and change have prevailed. So if you haven't yet, call one of the Levinson Marketers and you too, can deal with Covid as it's impacting our business. Be flexible, be determined and be resilient and don't be afraid of change. Welcome it!

- Cary A. Levinson, President,
Levinson & Associates