

MOTIVATOR

AUGUST, 1969

Hawaii



London

San Juan

DECISIONS

DECISIONS

DECISIONS

DECISIONS

Mexico



Los Angeles

New York City

DECISIONS

DECISIONS

San Francisco



Las Vegas



***Congratulations
Mission Possible Winners***

Congratulations to Ed Glass on his outstanding performance which made him the top producer in our recent Mission Possible Contest.

Congratulations are also extended to Dorothy Campbell and Marv Becker, our second and third place winners, respectively. All they have to do now is decide on how to spend their winnings!

Also receiving honorable recognition for their outstanding performance are the following: Roy Samlaska, Bill Burke, Chuck Wall, Kenny Koehn, D. K. Christoferson, Jim Glass and Pat Griffin.

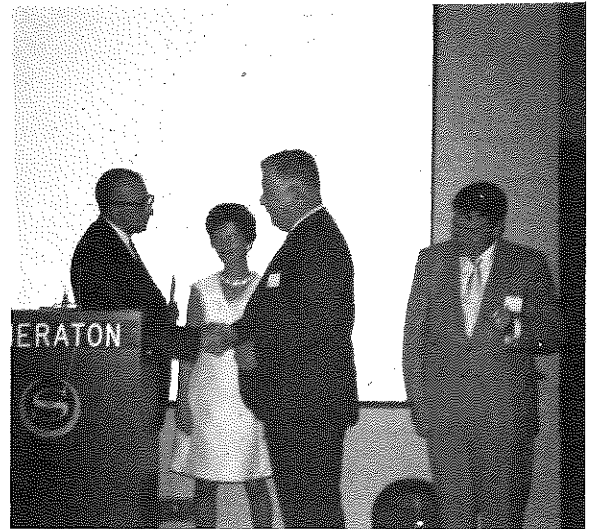
These people met the challenge during the past six months and found it was just as the name implied - MISSION POSSIBLE!

Yes, another great sales meeting has come and gone and I think you'd have to say, "this was the best yet". We had a lot of people comment on the new ideas, new products and what a great time they had.

Let us not rest on our laurels, however, as there are higher goals to be achieved. Let's continue to put forth the same zest and enthusiasm which enabled each of you to accomplish your mission during our recent mission possible contest.

To those of you who did not qualify, I say, "do not despair!". By putting forth extra effort, you too can rise to new horizons. Remember, the more you give to your profession - the more it will return to you.

Be enthusiastic! Enthusiasm, you've been told, is vital to your success in selling life and health insurance. Genuine enthusiasm is contagious. If you're really enthusiastic about what you are selling, your prospective buyer will catch some of your spirit.



Two Ways To Sell Life Insurance



You can make it easy for your prospect to buy.

Plan the interview for a time and place that suit his convenience as well as yours. Show him that you're the kind of man he likes to do business with, by being friendly and interested.

Discuss the matter at hand capably -- and sensibly. This man isn't interested in technical jargon and actuarial tables. He wants to know how to solve a financial problem. That's what you're there to help him do. Show him that life insurance is the best solution. Explain what owning life insurance will do for him and his family

Don't push him. Encourage him toward making his decision, but don't give him the impression that you're high-pressuring him.

You can make it hard for him not to buy.

Be enthusiastic and make him share your enthusiasm. Believe in what you're offering him and let him see your belief. Get him excited about life insurance and make him want to own it.

Be specific when you talk about his family as the people who will benefit by his taking action now. Talk about his widow, not his wife. Call his children by name when you speak of them.

Motivate him by telling him stories of life insurance in action. Help him picture his family with life insurance when it is needed. Keep his children comfortable, pay off the mortgage, give his widow an adequate income. Make life insurance a real and personal thing to him.

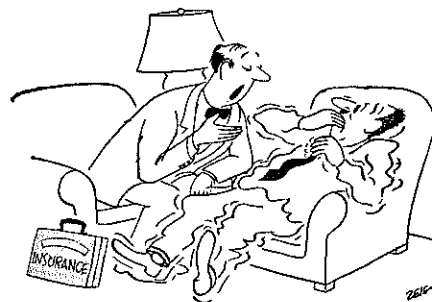
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Insurability is a perishable product.

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Extend Your Horizons

A housewife decided that a bowl in which she kept goldfish needed cleaning. She filled her bathtub with water and emptied the fish into it, thinking that the poor little things would enjoy a big swim. Instead, they swam around in small circles the size of the glass bowl. People are like that. They become so used to their own ideas and their own limited vision that the moment some fellow with imagination tries something new they yell, "it can't be done". We should try to swim beyond the narrow circle of our everyday habits. Instead of waiting for opportunity to knock at your door, try ringing the bell at opportunity's door.



LIFE ASSOCIATION NEWS
" . . . heaven forbid, of course."

The Guy In The Glass

When you get what you want for the struggle for self,
And the world makes you king for a day,
Then go to the mirror and look at yourself,
And see what that guy has to say!

For it isn't your father, mother or wife
Whose judgement's important to pass;
The feller whose verdict counts most in your life
Is the guy staring back from the glass.

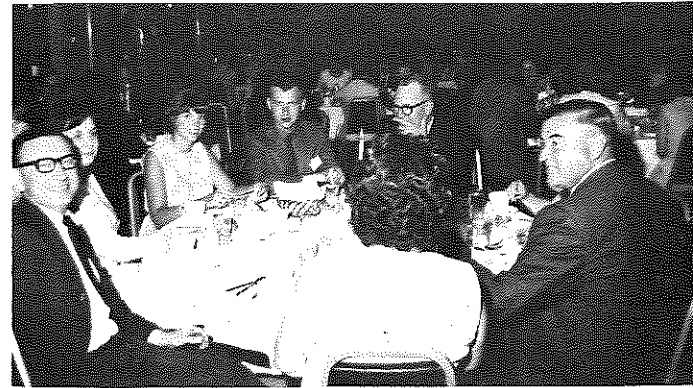
He's the feller to please, never mind all the rest,
For he's with you clear up to the end;
And you've passed your most dangerous and difficult test
If the guy in the glass is your friend.

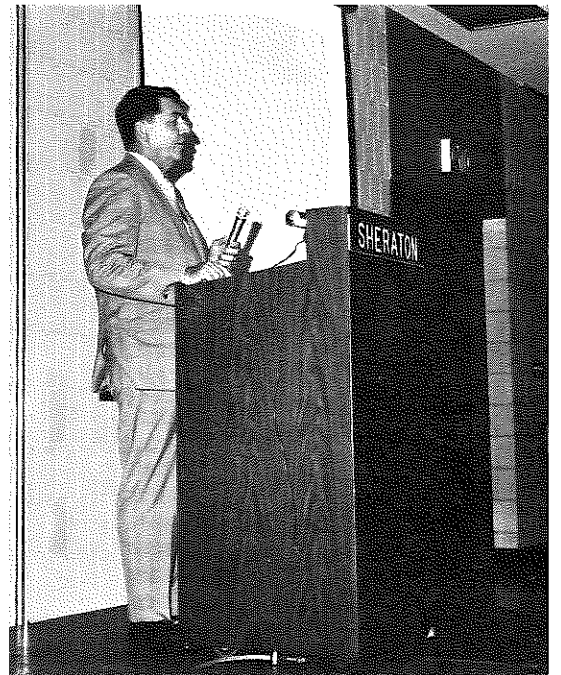
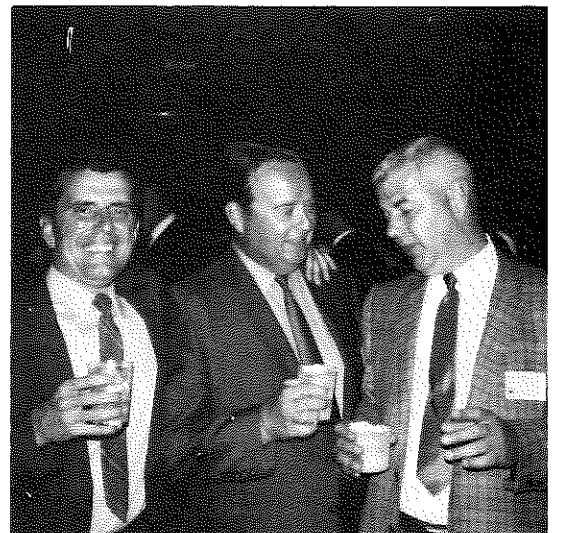
You may, like Jack Horner, try to chisel a plum
And think you're a wonderful guy
But the man in the glass says you're only a bum
If you can't look him straight in the eye.

You can fool the whole world down the pathway of years
And get pats on the back as you pass,
But your final reward will be heartaches and tears
If you've cheated that guy in the Glass.

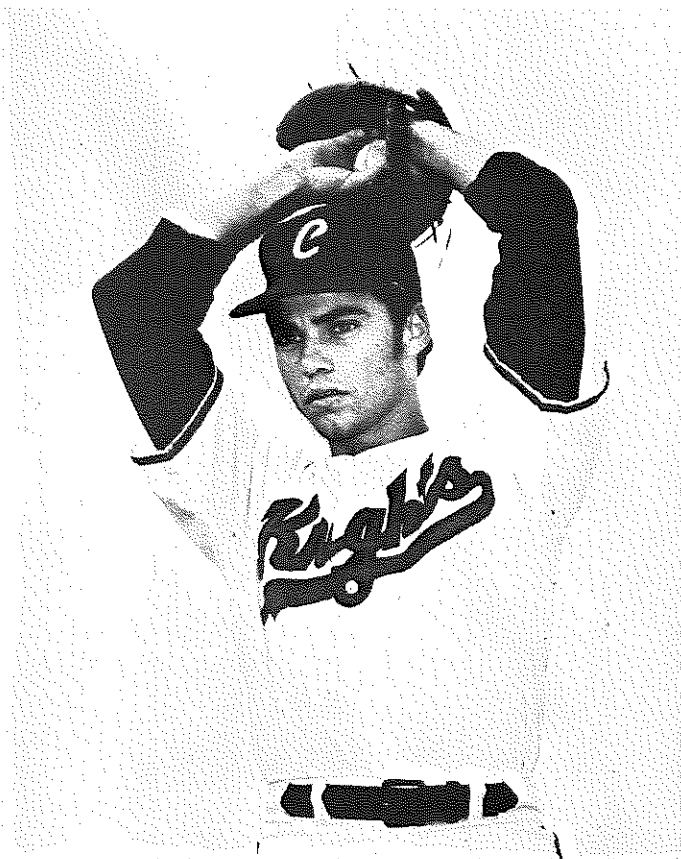


SCENES FROM THE ANNUAL SALES MEETING "1969"





A Matter Of Control



Can you think of a sport in which "control" is not a factor in winning? In business, too, control is essential if we expect to improve our sales record. There are two areas in which the life salesman must take full charge; he must control his time in order to have the greatest possible number of interviews, and then he must control each interview.

Where and how the Protective Group representative spends his working hours determines the level of his success.

A factory worker on an assembly line is always under the watchful eye of his foreman. His time is controlled. But when the life agent goes out in the morning he is strictly on his own.

A consistent producer summed it up when he said, "The only place I can do business is in the presence of a prospect. I know that I must exercise constant control of my time so that the better part of it is devoted to actual selling--that's where my living comes from."

Time control is basically a matter of planning and organization. Tomorrow's schedules must be planned today; hours must be firmly allotted to selling, prospecting, and servicing. It is mighty easy to waste time; many of us have an unconscious tendency to veer away from work and do something easier or more pleasant.

In this connection one agent said, "I sat down one evening and reviewed my day, hour by hour. I was shocked to realize how little of my time had actually made money for me! It came to me that I wasn't really working at my business unless I was face-to-face with a person who needed and could buy life insurance. What I had to do was increase my selling exposure, and the only way to accomplish that was to improve my capacity for self-management through self-discipline."

The need for control in the sales process leads right through into the interview itself -- and this requires skill. Nothing worse can happen than to allow the prospect to take control and get the discussion off on a tangent. What do you do when that threat appears? If possible, agree with what the prospect has said (or just say "That's an interesting point--") and go right back into your presentation. Keep on the track. A top general agent once said, "As you make your calls, don't call just for a 'chat', but for an interview. The purpose of the call is for a decision, otherwise the call is meaningless."

From start to finish, a successful sale is a matter of control.



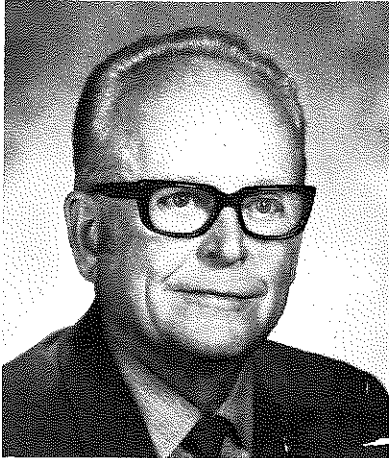
THE INSURANCE SALESMAN

"Hey Honey! Who should I put down as my beneficiary?"

Our Sympathy

The sympathy of The Protective Group is extended to the Robert Hoffe family on the recent passing of his father and to the J. J. Hopwood family on the recent passing of his mother.

Newly Appointed



Charles D. Norris, Brainerd, Minnesota has been appointed Vice-President, Credit Sales for The Protective Group. This announcement was made by J. A. Cochrane, President. Norris has been a field representative for Minnesota Protective Life, a member company of The Protective Group since 1954.



Put yourself in my place. Would you buy life insurance?

RUM

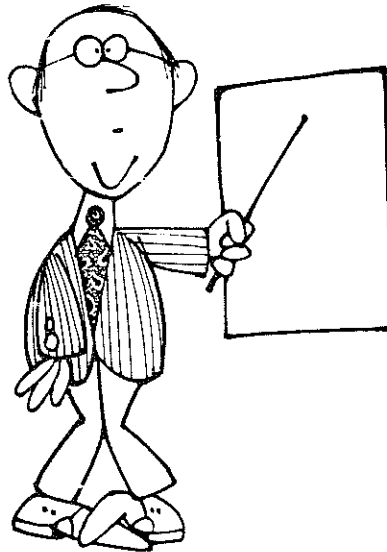
Congratulations

Congratulations to Dean Aanestad (Parks Ins.) Bill Burke (Wisconsin Protective Group) and Len Cihlar (C. W. White Agency) on their successful completion of LUTC.

A Monday Morning Thought

Do you make delivering the policy a real occasion for your new policyholder? You should, for at least four reasons.

1. To begin with, this is your opportunity to resell him on his need for life insurance. He may have developed doubts; this is your chance to remove them. He may still have some misunderstanding; this is the time to clear them up. This is the time to re-emphasize all the points you made in your original presentation, thus increasing the probability of the policy's staying in force.



2. This is a good opportunity to build prestige, for both yourself and your company. A special call to his home or office, or a luncheon appointment to deliver his policy and answer his questions, will make the prospect feel that his purchase is really important. His regard for you and his respect for your company will be strengthened because you took the trouble to make a personal delivery.

3. This is an opportunity to get names of new prospects. Your new policyowner will be readier than ever to give you leads (and introductions) to his friends and relatives if you've made his own purchase seem truly significant.

4. This is an opportunity to discuss the next step in his life insurance plan. When you deliver this policy, you have a logical reason to talk about the next step he will take in adding to his life insurance. While he's feeling proud of himself for having made a good start, he'll be receptive to the idea of going further as soon as he is financially able.

Welcome To The Protective Group

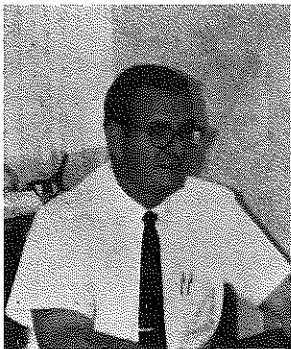
Jerry J. Smith



The Protective Group announces the appointment of Jerry J. Smith as a protection specialist for the Tucson area. His insurance background includes positions with Paul Revere and American Republic Insurance Companies. He has received

the Pacemaker Award from Paul Revere and the V. I. P. Award from American Republic. Jerry lives with his wife Esther and family in Tucson, Arizona.

Arlie E. Gehrke



Arlie Gehrke has joined the Protective Group as a protection specialist. He has held previous positions with the H. B. A. and Washington National Insurance Companies. While with Washington National Arlie received the Gold Plaque Award as the leading

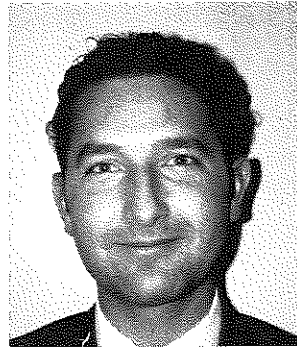
staff manager for 3 in 1 production. He lives with his wife Sally and family in Tucson, Arizona.

Carl R. Moore



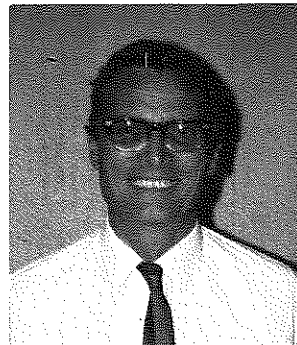
Carl lives with his wife Mary and family in Tucson, Arizona. Prior to joining the Protective Group, Carl was an agent for Metropolitan Life.

Donn M. Settle

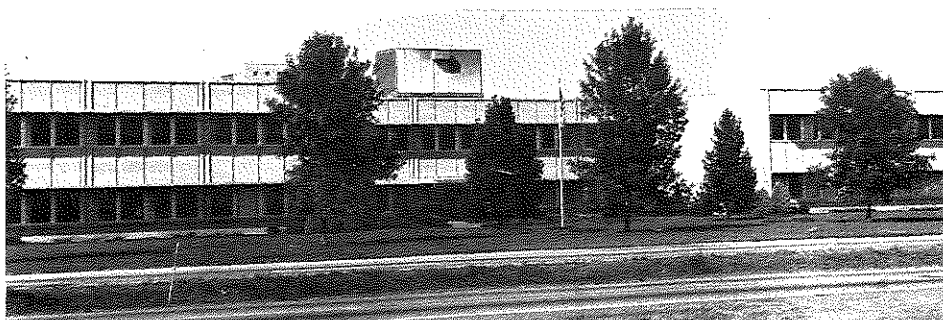


Donn Settle of Aurora, Colorado has joined the Protective Group as a protection specialist. He was formerly with John Hancock and Franklin Life. While with Franklin Life Donn qualified for the Honor Club. He lives with his wife Anita and family in Aurora, Colo.

Robert G. Hartman



Bob Hartman, Protection Specialist. Bob lives with his wife Renee and family in Littleton, Colorado.



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