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Why do so many new Producers drop out or fail?

A difficult question to answer. There is much that contributes to this persistent problem, and I hear it constantly from agency Principals who have dipped their feet into the water and hired one, only to regret it later. They are reluctant to try again, and there is plenty of resentment and blame involved.

However...as in most all uncomfortable situations involving humans, there is a second side of the story. We may have played a part. Read on to learn an interesting approach to how you can make a difference.

Phil Beakes

“Where Are All the Mentors?”

“There are no good Producers out there.”

“The new generation is always looking for immediate benefits and not willing to work for it....like I did.”

I understand where and why people in a position of developing Producers find themselves sharing these opinions. In my experience, NEITHER of these points are true at face value.

There certainly are underperforming Producers and lazy young people out there, but there are also MANY good Producers available, and young people ready to be successful and do what it takes but need someone to guide them and their considerable energy.

To what degree are we significantly responsible for this pattern of “failure”? Are we hiring them like buying a plant from the nursery, and waiting for them to grow and bear fruit. We provide sunshine and water, but are we directing the growth in the way we KNOW needs to happen?

It takes time, and devoted effort. In our ever-demanding world, this is very difficult; especially when we are probably the heaviest hitter in the agency and spend a great deal of time doing sales yourself.

But remember.....someone out there did that for you.

They need a *mentor*.

Mentor is defined as a “Trusted councilor and advisor; someone disinterested and detached enough to be able to hold up a mirror; someone to look up to and emulate; a source of wisdom through a long-term relationship of growth and support.”

Mentors are NOT a “coach”. A coach is someone that is engaged in the day to day and transactional, developing or eliminating behaviors in such a way as to create successful results. Coaches are “*tactical*”; Mentors are longer term, and much more “*strategic*”.

Someone dedicated to the overall development of the new sales person, regardless of their age or generation, MUST be a mentor. Coaching will happen, but without mentoring they will lack the wisdom to see the road ahead and therefore know how to drive themselves day to day the way we all know they need to, to win.....for US, as well as THEMSELVES.

Steps to being a mentor:

1. Decide to be a mentor; dedicated to the development of the new person in all areas; not just a coach directing day to day behavior.
2. Dedicate the time, whatever that is, to working with the mentee; morning meetings before hours, lunch or breakfast once a week, talking after hours. Whatever works for YOU.
3. Get agreement from the new Producer to commit to being developed. If they will not receive the help, because they already “know that”, they are probably too short sighted to be successful in this business where humility and listening is critical to solid client relationships.
4. Make dedicated mentoring activity part of your strategic and tactical plan to grow your Producers.
5. Get constant feedback as to what is helping and not helping to improve the efficiency and effectiveness of the relationship.

When you make this commitment, and stick to hiring those that want to grow and learn, the sales success will take care of itself as the effort and wisdom provided by your guidance is deployed in the marketplace.

No doubt, someone out there was willing to mentor you at some point. Be that invaluable resource to someone else and watch the mutual benefits bloom right before your eyes. If not you, then someone else in the organization, or outsource it.

I look forward to sharing with you my rewarding experience in this area, and answering your questions, anytime you like.

Upcoming Events

"Accelerated Producer Intensive" Producer boot camp.
_"Send me your rookies and I'll send you back a warrior"
August 9-11; Oxnard, CA. (Contact for more information)

"Strategy Sessions"

Please call for a 40 minute, no obligation appointment to talk about your world. A great chance to share insights, and solutions.

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