

**Newsletter: Wednesday, August 30, 2017**



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## **What is Your “Why?”**

“What do you want, and what will you do about it?”. To the degree to which you are honest and searching about answering these, will define your success, because they will reflect a larger question, which is “what is your why?”

Your why is your vision and purpose. The navigation point to focus effort, and provide power needed to achieve goals. The LACK of a documented vision is often the root of distracted, uninspired, and poor performance. People without purpose are miserable.

Remember the Cheshire Cat, “If you don’t know where you are going, it doesn’t matter what road you take.” It is NOT just about goals. It’s the micro decisions made every day in pursuit of those goals. We are confronted with this every day:

- a. Decisions of what to work on, creating products, the connection with teammates, and the clients you choose to serve.
- b. What drives your sales people; money, recognition, or something else to survive rejections and setbacks, and hitting goals.
- c. Motivation to get up every day and put it all on the field, being the best because your competition is out there doing pushups.

All my clients do this exercise with me because their vision ultimately represents freedom; something some gave up on years ago, and I intend to bring back for them. Many change their course completely, and others hit the gas knowing they are on the right track.

The conscious and subconscious minds create action. The subconscious operates at 80 billion bits per second, and the conscious mind at 4 Billion. The subconscious runs the show! Your vision needs to be understood by your subconscious and you can do so through your 5 senses.

Here is a simple and powerful process to rediscover your vision, and install it. Each step is a question that taps one of your 5 senses. Use your imagination as a tool and answer each question **as if you have already “arrived”** at your objective:

1. What does it look like?

What do you see? A big house, a new car, the kids out of college, 4 weeks' vacation to beautiful places. It is all yours.

2. What does it sound like?

You hear someone say, "Congratulations; you did well.", "Thank you.", waves or music.

3. What does it taste like?

Imagine a fine meal, or fresh water from a stream, the "taste of fulfillment".

4. What does it feel like?

Fulfilled, happy, satisfied, loved, complete, successful, proud...

5. What does it smell like?

Fresh salt air, cooking at a fine restaurant or a great glass of wine, pine trees.

Write these down and internalize them all. Let your mind accept them as fact. This will provide the fuel and the power to inspire and drive the right decisions and actions you need to take to get there.

Do you have the picture? Is it in alignment with your actions and path today?

Do this with your sales team members or those you are hiring, and learn what drives them, providing information to encourage or prod, or even explain the one that blows the doors off because they know what they want and where they are going.

Look forward to what you find for yourself and others, remind yourself each day for a while, and go make something happen! Good Hunting!

## Upcoming Events

"Accelerated Producer Intensive" Producer boot camp.

\_"Send me your rookies and I'll send you back a warrior"

Camps being set up in Orange and San Diego Counties - contact Phil directly for details

"Strategy Sessions"

Please call for a 20 minute, no obligation appointment to talk about your world. A great chance to share insights, and solutions.

Set up a no-obligation appointment at <http://calendly.com/philbeakes>

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