

WHY SUCCESSFUL PEOPLE ARE DRUG ADDICTS

Today's Financial Services Entrepreneur™ is plagued by a prospect that is reluctant to make a decision. Past experiences and a barrage of the negative press have paralyzed many from acting on recommendations from an existing advisor much less a new advisor.

That's right, successful people are drugs addicts! They have an addiction that compels them to succeed. This addiction stems from confidence that is acquired over time.

First it is important to know that success is earned. A successful financial services professional is a business person first and a sales person second. Are you doing what it takes to grow a successful business? Are you truly an entrepreneur or do you struggle from one sale to the next, not really knowing where that next sale will come from?

How does sales success come? How do you break through from \$100,000 to \$300,000; from \$300,000 to \$500,000; from \$500,000 to \$1,000,000 plus of gross commissions?

It has been our experience that confidence and success are directly tied to one another. It has also been our experience that successful professionals are like drug addicts. It is a state of mind.

Our interpretation of the psychology of success in the financial services business may be a little different than what others profess. There are many organizations that promote "THEIR" way. They have manuals and workshops on what "THEY" did. That's fine for them.

The most powerful asset we have is our mind and the way we think, our knowledge; knowledge creates confidence and power. This is why being focused on one area of financial services is SO important.

Let's talk about the mind and "drug addition". We have been working with successful agents for many years, and we have always said that a successful producer is like a drug addict.

If the producer goes too long without a hit (sale), they begin to "jones" (yearn) for the close. Their demeanor changes, their voice on the phone changes, their presence at the appointment changes. As soon as they get that hit (sale), everything is alright with the world. They are on the "sale high".

This philosophy was verified at a Brian Tracy workshop. Mr. Tracy talked about the endorphin (a natural drug) rush that comes with a success (the sale)

When a successful producer makes a sale, the mind gives off an endorphin rush. Those endorphins create a natural high. Here is [**what Imagine Your Health Magazine**](#) stated about endorphins

“Most people associate endorphins with athletes and thrill seekers who experience what is known as a “runner’s high” and identify themselves as “adrenaline junkies.” But what exactly are endorphins, and what is their role within the human body? The discovery of an endogenous morphine-like substance appropriately named “endorphin” for “morphine within” was revealed when scientists found that the human brain naturally contained opiate binding sites. When activated, these receptors block the signal of pain to the nervous system, providing the body with a powerful pain reliever. These same chemical painkillers, known as “endorphins” and “enkephalins,” also **cause a euphoric effect to occur.**”

So success does create a high and like any drug this high can be addictive. When the high is not achieved for a period of time, the mind starts to go through withdrawals.

How does this relate to sales success? When a success is achieved (the sale), an endorphin rush is generated. That rush becomes addictive if achieved numerous times.

Your mind becomes addicted to the high and begins to yearn for that drug.

Our mind is the most powerful organ in our body. The mind operates on both a conscience and sub-conscience level.

Once the mind becomes addicted to the endorphin rush, it looks for ways to feed the addiction. As a result, on a sub-conscience level it begins to operate to put itself in a position to get “the hit”.

You will begin to operate differently, work differently and think differently. All of this will push you to become more successful. Why?

Well, just like any drug you need a bigger dose to obtain the same high. For example, when you started in the business your very first sale, no matter how small, was like you were walking on air. Now you could make the same sale and there is no rush. You have to have a bigger sale to create the rush.

As a result of this, your conscience and sub-conscience mind will begin to dictate how to make more and larger sales

Why is being focused on one area or market so important? It will help you to achieve the most hits and stimulate your mind to higher and higher success.

This is why you cannot read a manual or attend a workshop put on by a top producer and expect to be successful. You have to train your mind yourself.

We believe that if you are achieving some success with your current “business plan” then DO NOT change it. Add to it.

Your current plan is helping to have confidence. This confidence will be needed as you begin to learn new tactics. Until these new approaches (sales concepts) sink into your mind and your mind becomes addicted to them, you will need success from your current source of endorphins.

How can this be done?

Let's look at an example. John, a successful Medicare supplement agent, makes \$100,000 per year selling Medicare supplements.

He is focused on the senior market. He knows what is important and how to communicate with his senior clientele.

John wants to break through the \$100,000 mark. However, he is maxed out on his appointments. He has his Medicare supplement business down to a science. He knows that if he sends out 1,000 lead cards he will get 25 responses and 5 of those will become clients immediately. Another 10 he identifies as good prospects but do not become clients.

Although John is getting sales hits, the endorphins created are not enough to stimulate a high. He is in a sales rut.

How can John break through the \$100,000 income barrier?

To accelerate through the plateau (rut), John needs to experience the rush of a larger premium sale.

In doing the math, John walks away from more business than he writes. He identifies 15 solid prospects but only writes 5. In addition, he is making \$500 off of each sale plus a renewal commission.

John has proven himself as a good sales person. We want to help him become a good business person.

First we suggest that he does not abandon his current business. This is paying the bills and keeping him confident. We want to elevate his commission per client so that the endorphin rush is pushed to a higher threshold.

This will come over time. As John begins to experience the rush of larger and larger commission checks his mind will begin to dictate what he must do to feed the rush.

To build John's business and confidence, we suggest that he does a couple of things. First he begins a drip campaign with newsletters or solicitations for reports on other services that John will provide. These will primarily include life insurance, annuities and long term care insurance.

The monthly solicitations will include communicating our trade marked programs:

Legacy Rescue Plan™
Life Legacy™
Income Max™
IRA Max™
Annuity Max™

In time, John will put together a large data base of clients and qualified prospects.

As a successful business person, John has come to realize that his job is to 1) identify qualified prospects 2) convert those prospects to clients. Sometimes that happens simultaneously, most of the time it does not.

However, John has been focused on the senior market for long enough now to know a qualified prospect. Primarily they are qualified by their personality and / or financial means. If they are not willing to work with him (personality) or they do not have the resources for his services (means), then they are not qualified prospects.

Once John has identified the prospect as someone John wants to work with and can work with, then he begins the conversion process. As stated before, sometimes the prospect will become a client right away.

Often times, the prospect will be converted over time. That is why a constant contact (usually monthly) is important. Over time the qualified prospect will become familiar and comfortable with John by his drip campaign

Another critical aspect of growing a successful business is learning from others. For example, if you want to get better at tennis or golf, the experts will tell you to play with someone better than you.

John partners with a producer that has already proven themselves successful in presenting the new concepts he is soliciting. In time, he will get enough success that his confidence will be such that he can go it alone.

Very few times have we seen a successful producer not partner with a more successful producer at one or more times in their career. The successful producers are more than happy to do a commission split to learn. They look at it as an investment in themselves that will return dividends many times over.

In summary, a successful producer is focused. They train their mind by getting endorphin rushes that propels their success. They think like business people first and sales people second. They are confident in their profession (which comes from experience, education and success). Finally, they realize that their business is to identify qualified prospects and convert them to clients. This conversion may take time, and so they have a process to accomplish this conversion.

The Producers Firm would like to have an opportunity to help you refine your business plan and become a true Financial Services Entrepreneur©.

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