

# **LDEA**

## **SUCCESS SYSTEM**

**THE SECRET OF SUCCESS IS THAT THERE ARE  
"NO SECRETS"**

**LAZARUS DIAS**



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THERE ARE *"NO SECRETS."*

By

Lazarus Dias

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# Foreword

I have known Lazarus Dias for over a year now. I have been highly impressed by his inspiring personality and his down to earth approach in dealing with life issues. I read his latest book - **“The LDEA Success System”**, with much interest and expectations. I am happy that this book is perfect fit in the series he is bringing out.

This latest book once again carries a ring of authenticity. Lazarus, unlike many other trainers, has been there in the trenches, known the struggles and tribulations that an insurance agent has to pass through, has scaled the heights along the MDRT ladder, has managed a life office as a Branch Manager and has been a mentor for several aspirants to agency stardom. Recently he has been recognized as ‘Life Coach’ by International Coach Federation. He is thus eminently qualified to speak on what he does.

I am reminded of an interesting study on, “What makes a good salesman” published by Harvard Business Review, in 1964. The authors David Mayer and Herbert M. Greenberg, after seven years of intensive field research, came up with an interesting insight. They found that a good salesman should have two basic qualities – empathy [ability to feel as other

person] and ego drive [intense desire to make the sale].

In other words great sales person are very sensitive to what goes in the customers mind. They have passion to excel.

Now the question is whether these are innate qualities or they can be acquired. To me these qualities can be developed through adhering to **systems** based on **principles** ultimately forming **winning habits**.

Many of the things, he tells' are received wisdom of selling. As he puts it so succinctly, there are no secrets or short cuts, only hard work and adhering to principles. He proceeds to outline them one by one – the power of intent, of faith and purpose, of enthusiasm, about developing high rejection quotient, about funnel and pipeline.... and many more. What is especially intriguing is the way he expresses it all.

The book is not only interesting but also insightful. I am happy to recommend it to all those who aspire to a successful and satisfying career in insurance sales. I look forward to seeing much more from his fertile mind in days to come.

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## Introduction

Always bear in mind that your own resolution to succeed is more important than any other one thing.

— **Abraham Lincoln**

How very true are the words of Abraham Lincoln. There have been loads and loads of books written on success. Every other person is trying to find the way to that thing called "SUCCESS". This book is not going to be one of the normal books about success. It is not about motivation, although motivation is very important but it is a holistic approach to the subject of success. Though these principles will apply to any field of work in which one is engaged but they will be very specific to the Insurance Industry and also very specific to freelance Insurance advisors.

How do I qualify to speak about success to the Insurance advisors?

I have been in the Insurance Industry for the last 26 years of which I spent 20 yrs, working as an advisor. I spent 10 years as a part-time advisor while concurrently working in Hindustan Lever Ltd. as a technician. I Qualified for MDRT 6 times in a row and attended the MDRT Conference in Atlanta in 1997. I have seen both sides of the table in the Insurance

Industry i.e. the Public Sector and the Private Sector. I worked for Birla Sun Life Insurance as a Branch Manager for 2 years and later on as Sr. Manager Recruitment for 1 year. I have been training Insurance Advisors for the last 10 years. I established Laazarus Dias Education Akademy in August 2006 to impart training and consultancy to Insurance advisors and professionals across all Insurance companies. I have trained thousands of advisors and made them discover their own hidden potential.

What I have written here will be based on my own personal experiences, the research I have done during the last 10 years in training, the hundreds of books I have read and the many personal counseling's that I have had with Insurance advisors.

This book will give you to an overall perspective of success in Life Insurance Sales. I will be talking about 12 different requirements and 10 powerful Habits to be consistently successful. *If I have to ask a simple question: What would you like, 'success in spurts' or consistent success? Most advisors would choose consistent success. The principles that I am going to talk about are those that may not give immediate success but definitely these principles will help you to be successful consistently over a*

*long period of time.*

Shallow men believe in luck. Strong men believe in cause and effect - Ralph Waldo Emerson

Success is a culmination of a well thought out process. We believe in cause and effect and there is no place for luck. There are only 3 things that are needed to be successful and those are Hard Work, Hard Work and some more Hard Work. I would say Effective Hard Work. Everyone wants success but no one wants the pains. I can assure you that though the journey to success will be arduous and painful, the fruits of this labor will be very sweet.

There are no gains without pains- Benjamin Franklin.

Failure is going to be the chief ingredient of success. When a very successful person was asked how he managed to become so successful replied "Good Decisions". "How could you take good decisions?" and he replied by experience. "How did you gain the experience" and he replied "Bad Decisions".

And like Winston Churchill says:

Success consists of going from failure to failure without loss of enthusiasm.

THE SECRET OF SUCCESS IS  
THAT THERE ARE NO SECRETS

THERE ARE ONLY SYSTEMS &  
PRINCIPLES

**FOLLOW THE SYSTEMS &  
PRINCIPLES**

**FOR LASTING SUCCESS AND  
HAPPINESS**

This statement has made a lasting impression on my life and my teachings. I have always been interested to know and understand the DNA of success not so much from the perspective of successful people but from the perspective of helping ordinary people become extra-ordinary in a simple but guaranteed way. There are innumerable books and studies on the secret of success. But what happens when we follow them, the number of people who will be successful will be few in numbers or the % of people who succeed are so few in number.

3) It is important to know that principles don't make any distinction between people and so let us take a very simple example of a principle or a Law. The Law of gravity is a principle. It applies uniformly to everybody. You throw a ball and it comes down, you throw a brinjal and it will also come down, you throw a tiger and it will come down, you throw a man or a woman, a poor man or a rich man, a beautiful woman or an ugly woman, an Indian or an American, an illiterate or the most learned person, any person or thing you throw will come down. That's what a Principle is supposed to be, it does not bother who you are and irrespective of who you are, the same thing happens to you.

4) Therefore as you read this book, please do not think about your past as you can also be successful provided you follow the principles given in this book on a regular basis. Who you are, where you come from, what is your qualification, how many years you are in the business is immaterial. Your past will not affect your success.

## YOU TOO CAN BE SUCCESSFUL

Topics in this book have been divided into four major categories as follows.

### ***A. The Foundation for Success.***

- 1) Dreams & Desire.
- 2) Purpose.
- 3) Faith.
- 4) Knowledge.
- 5) Enthusiasm.
- 6) Communication.

### ***B. Principles of the Life Insurance Business.***

- 1) Attitude.
- 2) 7 Principles of Prospecting.
- 3) Funnel and Pipeline.
- 4) Rejection quotient.
- 5) Radish and apple tree.
- 6) Big caseitis.

# PART - 1

## A. The foundation for Success

### Dreams and Desire

Anil was confused. He had just returned from a training session where the speaker had spoken about Dreams and Desire. He came to me totally unsure of what to do. He had a dream to qualify for the Million Dollar Round Table (MDRT); however he had tried and tried and never got anywhere close to it. He wanted to know how to proceed and how to turn his dream into reality?

Most often we confuse ourselves between Dreams and Goals. Dreams are something which is far into the future, something which is impossible compared to today's situation. It does not have the limitation of time for its achievement. It is far into the future and can be bigger than life itself. Dreams are something like MAGIC. A dream is something that fires you up into action. Having a dream could be very scary because there is no logic in a dream and the dreamer has no clue how it is going to be accomplished. Goals on the other hand are logical, time bound and have to match current reality. Many years ago President John F Kennedy gave a dream to the US to send a man to the moon. In the year 1959, he called a meeting of the scientists of NASA

There was this story that was told to me which brings forth the true nature of a dream. Long time ago there was a boy who used to work at a horse ranch washing all the horses in the stable. He used to go to a nearby school. One day the teacher gave the children a project to make a chart by drawing their dream on it. After a few days she asked the children to submit their project. As she was collecting the project one by one, this boy also came forward with his project. The boy had made a drawing of a horse ranch spread over almost 200 acres of land. Knowing his background and how poor his family was the teacher asked the boy "is this your own dream". The boy answered "Yes teacher this is my dream". The teacher told the boy that he was stupid to dream of owning a horse ranch when he was so poor that he had to work part time to make ends meet. She told him to think about it logically and returned the project back to him, asking him to redo with something which is more real or that she would give him an "F". The boy went back home, showed the chart to his father and explained his dream which he had drawn on it. He told his father that the teacher was not ready to accept his project as it was inappropriate based on his current condition and would give him an "F". The boy told the father that this was his dream and he did not want to change

# Purpose

Whenever I have asked the many advisors whom I train year after year about why they decided to pursue a career as an advisor the answer is very similar. "To earn Money" is the most common answer. Prakash was one of the advisors whose sole purpose in this business was to earn money. However, he was very unsuccessful. Neither did he make money nor did he have any personal happiness.

"Change your purpose" was the advice that I gave him. "When you go out on a call, don't go to make a sale. Go out with a different purpose hoping that you will make a difference in the life of your prospect."

Purpose is the most misunderstood word in the Insurance Industry so much so that advisors equate it with Goals. Purpose of taking a career in sales is not for earning money or for achieving your own goals. The purpose is embodied in the words of the famous Dale Carnegie who said "If you help enough people get what they want in life, you will automatically get what you want". The first part of the sentence is the actually the purpose and the 2<sup>nd</sup> part of the sentence is the effect which will automatically happen.

# Faith

Linus was in a dilemma. The reason for this was the sermon he had heard during Sunday mass. The priest had spoken about 'faith' and this had shaken him badly.

Faith is not just belief. Faith is belief without the slightest doubt. Faith is defined in the Bible as "Faith is the substance of things hoped for, the evidence of things not yet seen." Linus wanted to know how this applied to himself and the insurance products that he was dealing with.

I asked Linus "Do you really have faith in the Company and the products that you are selling?" Most advisors think about faith in the company or the company's products etc. Here we assume you have that faith. The faith I am talking about is different. Do you have faith in what you are selling to people, do you have faith in the process that you use to sell life insurance. How do you know that you have that faith? You have faith if you walk your talk. What do I mean by this? ***You should use the same tools that you use to calculate the Life Insurance needs of your customers to estimate your own Life insurance needs and also buy life insurance cover for yourself as per the requirements.***

# Knowledge

Knowledge is power and knowledge helps us to value add to people. The words of Albert Einstein “Try not to become a man of success but rather try to become a man of value.”

Knowledge consists of the following things which are of utmost importance to the advisor and they are

- a) Knowledge of life insurance as a subject - the philosophy, the economics and the sociological impact that it creates. This means a general knowledge about the subject matter of insurance in general and life insurance in particular.

(The LIMRA series of “This I believe” will help immensely)

- b) Knowledge of the various types of life insurance policies like Permanent life, temporary life, variable life, unit link, universal life etc.

(This information is available in the LUTCF Course which is available with Laazarus Dias Education Akademy)

- c) Knowledge of the policies that are there in your company with the difference in their features and benefits as well as the kind of customer problems that it addresses.

(This information is available with your manager already)

# Communication

The cry of the new born child signals the start of communication and it ends when we breathe our last.

“Why do we find it difficult to communicate our ideas and feelings to others?” “Why do your friends sometimes ask you whether you are still sleeping when you are on a call with them?” We need to understand that communication is not only the words that you speak but also the tone, manner, body language that you communicate.

## **The Process of Communication**

The Process of communication is meant to convey the message from one person to another.

## **Types of Communication**

1. Oral or Verbal - Telephone
2. Written - Presentations, notes, articles etc
3. Body Language – Non Verbal
4. Mass communication

# Enthusiasm

Prakash was very confused. His Agency Manager had been lecturing him on Enthusiasm. He couldn't understand how to create the enthusiasm which would help him sell policies. He was once again thinking whether or not he was in the right profession. He called me up almost near midnight. He wanted to meet the first thing in the morning. We had a long chat and the following chapter is the summary of what I told him.

## **Norman Vincent Peale :**

If you have zest and enthusiasm you attract zest and enthusiasm. Life does give back in kind.

Let us endeavor to live so that when we come to die even the undertaker will be sorry.

**Mark Twain**

I started my discussion with Prakash narrating from the book "How I raised myself from failure to success in selling" by Frank Bettger. Frank Bettger was a phenomenal salesman and broke records in sales in his time. I have to confess that I have been greatly influenced by the writings of Frank Bettger. Most of my training philosophy is a contribution of the books

# PART 2

## Principles of the Life Insurance Business

- 1) Attitude & Mindset.
- 2) High Rejection Quotient.
- 3) Funnel & Pipeline.
- 4) 7 Principles of Prospecting.
- 5) Big Caseitis.
- 6) Radish and Apple tree.

# ATTITUDE & MINDSET

Have you ever spent the night sleepless and rolling from one side to another of your bed because your prospect did not buy? Have you felt uncertain and distressed because you were not able to make a sale?

Attitude is the way we react to an event or a situation or a trigger. Someone has rightly mentioned that "Attitude decides your Altitude." Right attitude can catapult you to name and fame whereas if an individual who is extremely intelligent and knowledgeable will not make it much far if he does not have the right attitude.

## **THE DALAI LAMA:**

The basic thing is that everyone wants happiness, no one wants suffering. And happiness mainly comes from our own attitude, rather than from external factors. If your own mental attitude is correct, even if you remain in a hostile atmosphere, you feel happy.

The longer I live I realize the impact of attitude on life. Attitude is more important than facts, more important than the past, more important than

# High Rejection Quotient

You may have so far heard about Intelligence quotient (IQ) or Emotional quotient (EQ) but this is Rejection Quotient (RQ). To be highly successful in the Insurance business we need a very high level of RQ. What is RQ and what do we do to increase our RQ? These and other issues will be covered in this topic. All the examples given below will help you to increase your RQ. An increase of your RQ will automatically make you stick around inspite of the worst rejections.

## What Is Your Rejection Quotient?

Life Insurance selling is the most difficult sales proposition. It is also the most rewarding profession.

Therein lies a contradiction that it is the most difficult as well as the most rewarding. Many a times both these facts are not presented to the advisor on his recruitment and only the sweeter part of the profession is often projected. The picture painted in front of the advisor before and often after his recruitment is only the rosy one. The advisor goes out into the market thinking that everything is very good out there. His perception of the reality makes him expect only the good. But actually when the

**5. You can't change Kissing styles every 30 days and spend all your time in a kissing school.** One more mistake done by many Advisors is to change their selling pitch every once in a while. Every time you go for training you try a different style of Meeting your prospect. It is better to concentrate and perfect your sales technique, so that it comes unconsciously to you and you are at the level of Unconscious Competence.

Remember that your Job is to kiss the frogs (Do face to face meetings with prospects). You do not know who will buy (who is the Princess) but if you eventually do enough meetings, sales will automatically happen.

**The moral of the story is that we as advisors should go out into the market and meet a large number of prospects (Frogs) and keep talking to them about Life Insurance ( Keep kissing) to generate enough sales (Princesses).**

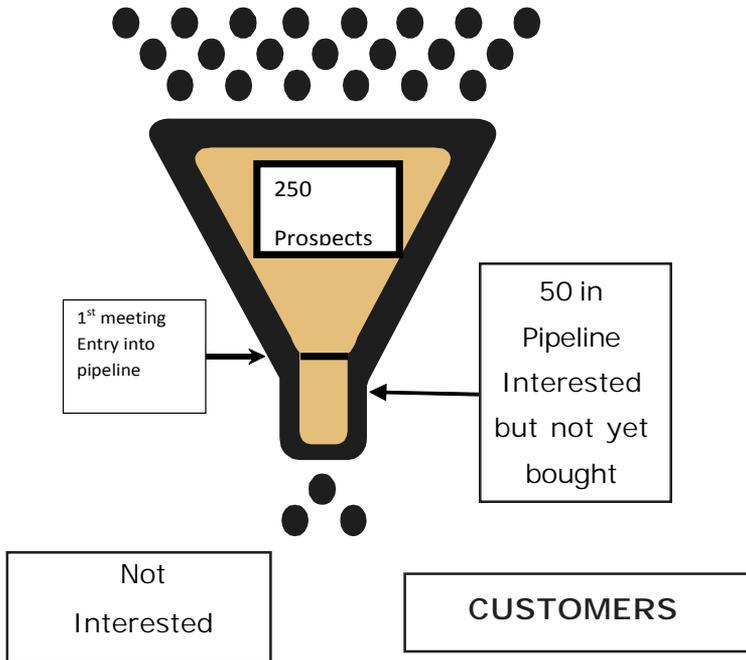
We need to remember the four SW's which are as follows *"Some Will, Some Won't, So What, Someone's Waiting to buy"*.

Remember the four SW's which are as follows

*"Some Will,  
Some Won't,  
So What,  
Someone's Waiting to buy"*.



## The Funnel and Pipeline



Many Advisors wonder why they don't have consistency in their business as the business happens in some months and then it does not happen in other months. Generally an advisor will have 10 – 15 names of prospects and will not do any prospecting activity till he exhausts all of them either by a few sales or by losing most of them. He spends the following month trying to get references and names

# The 7 Principles of Prospecting

## A) The Two Principles of Tele-calling

### a) The Telephone call (Selling the Appointment)

This is the most important stage in the Relationship selling process. It is almost like introducing yourself to a girl on the phone with an attempt to get blind date. What you say and how you say it will decide whether you end up with a date or not. There for it is necessary to practice this method until you have perfected the technique.

### b) The 1<sup>st</sup> Principle of Tele-calling

**Go on asking different people on the same day until you get the desired number of appointments.**

In a college in Mumbai there was a young boy named Raaj who was always found having tea in the college canteen with a different girl every day. This got a few others curious as to how he managed to get the girls to join him for tea. One day some of them approached him to know the secret of his success with the girls.

## B) The 5 Principles of Followup

### a) The 1st Principle of Followup

#### **Be in Front of the Prospect till they buy.**

Now let us see the 1<sup>st</sup> Principle of followup which is **Be in Front of the Prospect till they buy.** Here I do not mean that the advisor should not leave the prospects side till he writes out the cheque and signs the proposal form. What I wish to impress on the advisor is that his follow-up should be consistent with the prospect.

I will take you through a real life story. After I had quit my managerial post with Birla Sun-Life to start the Laazarus Dias Education Akademy, I had to surrender the Maruti Esteem Luxury car which was one of the managerial perquisites. One day while driving to one of my training sessions in my Maruti 800, I thought that after leaving a job and embarking on a business, I should have a better vehicle than the one provided to me. On the road I saw a Honda City pass by and made up my mind to acquire a Honda City. At the training session I made a declaration that I would soon purchase a Honda City. I was not aware of the Configuration nor was I aware of its price.

*The one single factor which makes for a very successful advisor is his ability to face rejection day in and day out.* Tony Gordon says it so beautifully "We are paid for being rejected" The beauty of our business is that this business is a business of "NO's". *Instead of going after the YES we should in fact collect as many "NO's" as possible.* In our training sessions we reward advisors for getting maximum "NO's".

Moral of this story. *All prospects will not buy. We have to meet hundreds of prospects if we have to make very good sales*



# Radish and the Apple Tree

## Qualities of a Radish

- a) Grows in 10 – 12 days.
- b) You have to go again from sowing to reaping to get another crop of radish once you have plucked it out and eaten.
- c) Short term results.
- d) Takes care of immediate needs of food.
- e) Results can be seen immediately.

## Qualities of the Apple Tree

- a) Takes 10 years to bear fruit
- b) Once the fruit is borne then it will give fruits every year without fail for life
- c) Long term Results
- d) Ensures you don't need to work after 10 years as you get the fruits automatically every year
- e) Initially Results can't be seen only effort can be seen

Now if I have to ask you which one will you choose the Radish or the Apple Tree ?

Whenever I ask advisors in my training which they would choose, they will always answer Apple Tree and I think you must have also chosen the Apple Tree.

The answer is not correct.

If you choose the Apple Tree then you will go hungry for the first 10 years and therefore is not a very good situation. If you choose the radish then you will not have any problems in the short term but it will create a long term issue and you will be bogged down to working all your life.

The way you should organize this is to devote 20% of your farm to the Apples and 80 % of your farm to grow the radish. While the Apple Tree is growing and making provision for your future, you have the radish which is giving you the food during the 10 years that the Apple tree takes to grow.

What am I trying to tell you ?

I am saying that our energy and our focus should not be purely on the High Net worth Individuals as their business will take time to come. I know of a very successful advisor who just focused on the big policies and he shared with me that a 8 crore policy that he sold took him 8 years and another 10 crore policy it took him almost 7 years. The 10 crore policy that I sold took me 7 years to close. It would be wrong to say that it took 7 years to close because

# PART 3

## Systems Management and Habits

- 1) Goal setting for Predictable Success.
- 2) Time Management.
- 3) Territory management.
- 4) Prospect management.
- 5) 250 Prospect List.
- 6) Pipeline List.
- 7) Pre sale control sheet.
- 8) Winning Habits.

# Goal setting for predictable success

## a) Goal

J C Penney: Give me a stock clerk with a goal and I'll give you a man who will make history. Give me a man with no goals and I'll give you a stock clerk.

Here I go back to Anil and his query. Anil had a dream and the desire. But he did not know how to convert the dream into reality. Here was a big challenge. Many trainers concentrate on the Dream; however, very few help their trainees achieve the dream.

To understand this better let us go back to the discussion on Dreams, we saw how Dreams are Illogical, far into the future, Creative, Right side of the brain, sometimes unrealistic based on today's situation etc. On the other hand, goals are logical, realistic, left side of the brain and very close at hand. Goals must be SMART ie **S**pecific, **M**easurable, **A**chievable, **R**omantic & **T**ime bound.

**Specific:** Goals must be specific. "I want to make more money" is not specific. "I want to make a million rupees" is specific. "I want to make one million rupees by 31<sup>st</sup> Dec 2013" is a goal.

**Measurable:** In the above example again the 1<sup>st</sup> statement is not measurable but the 2<sup>nd</sup> statement is measurable and the 3<sup>rd</sup> is measurable as well as time-bound. So you know whether you are progressing and also can check whether you will achieve the goal or not.

**Achievable:** Goals have to be achievable. “I want to qualify for MDRT in 2013”. But how many face to face meetings do you need to achieve this goal. Let us say 750 meetings. However, when we calculate we find that we can only do 500 meeting in the time period for qualifying for MDRT. The goal is not achievable as the means to achieve the goal don't match. Hence this cannot be considered a Goal.

**Romantic:** The Goals have to be romantic and one has to be in deep love with your goals or else you will not be motivated to take action on those goals. If you don't love the goals you have set it will be hard to sustain for a long period and one can easily get defocused.

**Time bound:** Of course you need to have clearly set deadlines. The goals are therefore time bound. You can't say “I will qualify for MDRT”. This is not a goal as he does not have a set deadline. “I want to Qualify for MDRT by Dec 2013”. This is a Goal as it has a clear cut deadline.

# TIME MANAGEMENT

Sandeep came to me one day totally bewildered. He couldn't understand how his days had been so unproductive. He was maintaining a dairy but he found that whatever he planned to do in a day was never completed. More often than not he ended up doing so many unproductive things that in the end his whole day had become unproductive. We started by making an analysis of his dairy and found that Sandeep did not go by the things he had planned, instead he was running around doing things he had never planned. That is when I suggested that Sandeep follow the DAYWISE PLANNING concept of time management.

Systems and Management help you to be more effective. If you don't plan, then there will be lot of other people who will plan for you. Either you plan your life or allow others to drive and remote control your life.

**Time Management:** According to the analysis made by a social scientist, assuming an average of 60 years of working life of a person, average composition of the time spent by us is as follows :

we don't know what to do. We run around in circles and in the end we satisfy none and therefore, we run into trouble with everyone.

Most Advisors believe that they are supposed to work 365 days of the year. However, when actually calculated using a daily timesheet it is found that most really work less than 2 months of the year. Why does this happen? This is the result of bad time management. An insurance advisor is always a very busy man actually doing nothing. At LDEA we focus on Time Management and advise our participants to divide their week into 3 types of Days.

Field NB Days	Preparation Days	Chill out days
Face to face meetings	Documentation	Enjoyment days

### **Chill out Days**

Days when you will forget work to do things that you enjoy, connect with family and do those things which give you the maximum satisfaction.. Spending time with people you love, your family and just time to chill out.

# TERRITORY MANAGEMENT

It is very important to do territory management or else we again spend lot of time traveling. Time is a resource which is more valuable than money and we cannot afford to waste precious time traveling as it is a gross waste of a precious resource.

We recommend that our advisors work in a very small localized area so that it helps us to save precious time. I suggest to all my participants that they should have four zones as their area of operation. Each zone denotes approximate radius of not more than 5 – 7 kms. Each zone can be physically far away from each other, that does not matter but each zone should be around 5 - 7 kms in radius.

This will help you to penetrate the market, save time, improve branding which would in turn help improve productivity, reduce stress and enjoy life.

To decide which area has to be demarcated as a Zone you can take a look at your last 3 years customer base and check which area is having more concentration than others. The more concentrated areas can be chosen as a zone. After you have

# PROSPECT MANAGEMENT

## *a) Making a List*

This is the stage where both new and seasoned insurance advisors get foxed. What names do I put on my list? Should I include my X or Y in the list ? While continuing to read this chapter I suggest you take a notebook and a pen so that by the time you finish this chapter I am going to ensure that you have a minimum of 250 names on your list.

Rule No 1: When making this list do not be judgmental. Don't think whether they will buy insurance from you or not. Don't think about insurance right now. Just write down the names as they are told in the paragraphs below. Its very important that you should write down each name as it is told. Don't try to jump the gun. Most people try to make a list of 250 prospects but it will be impossible to get 250 names if you do not follow the sequence given below. Most advisors are asked to make a list but they are not told how to make it

THIS LIST OF 250 WILL BE YOUR FUNNEL as you have already read in the earlier chapter

# The Prospect Hierarchy™

At one of the personal coaching session the coachee, Mr. Atul Shah asked me a very important question. He asked and I quote “Mr. Dias, I have been a member of the BNI for the last 3 years and I have not been able to sell insurance to most of the 50 odd members of my club. I do have a very fida customer in that group and few others have bought some policies from me but I want each and every one of them to be my customer as each of them are very big business people and each of them can give me premium equal to 10 lakhs each.”

I explained to him the Prospect hierarchy concept that I have developed and which has been copyrighted concept.

In the Prospect Hierarchy concept we have 4 types of Prospects and they are as follows

- 1) Prospect type “A”
- 2) Prospect type “B”
- 3) Prospect type “C”
- 4) Prospect type “D”

# PIPELINE LIST

We have already discussed the Funnel and Pipeline concept but the most important thing is to prepare the pipeline list which has not been done so far. I have provided 34 lines here so that you can write down the names of all the people in the pipeline.

Who are in the pipeline?

Make a list of all those people that you have met in the last one year which means that you have done a face to face meeting with them at least once. Once this list is ready cancel all names who have already purchased a policy from you. Now cancel all names of those who have told you that they are not interested in buying life insurance and who you also feel will not buy. Now the remaining persons will be those who are in the pipeline. It means that we need to follow up these persons again and again. So without wasting any time let us write down the pipeline list

1<sup>st</sup> Write down names of all the persons that you have met during the last one year

2<sup>nd</sup> Cancel the names of all those who have purchased the policy from you

# PRE SALE CONTROL SHEET

A Presale control sheet is an excel sheet which you can make to track the pre sale activity of all your prospects. It is very important to have a “at a glance” view of the activity of all your prospects. In this sheet you have details of all the prospects with whom you are in the sales process and it tracks the stage of the sales process. A sample of the pre sale control sheet is shown at the end of the book.

Note : This is a very important tool that is provided by LDEA in all its long term training programs like the 3 years MDRT program etc. This is available as auto calculator excel sheet which you can use to calculate your ratios as well as the visiting fees and also track the pipeline and sales. All advisors joining at least minimum one year training program can get this as part of the training kit.

You can prepare your own sheet and use it. A sample presale control sheet is attached in this book.

Benefits of the Pre Sale Control Sheet:

- 1) Helps track all the prospects so there is less chance of forgetting somebody whom we have met

# WINNING HABITS

“You are what you consistently do, Excellence then, is not an action but a Habit” Aristotle

Siddesh was in a fix. He had a bad habit of procrastinating. He would always put off whatever he had to do for the next day. This was tending to be a big problem for him. He came to me for guidance. After a long discussion, I realized that this wasn't the only bad habit that Siddesh had. We launched into a long and arduous process of changing Siddesh's life and habits.

## **Definition of a Habit**

A habit is an acquired behavior pattern regularly followed until it has become involuntary. A pattern of behavior acquired through frequent repetition.

Any action that we do consistently without having to be told, cajoled & pressurized.

Habits are all those things that we do unconsciously.

There are basically two types of habits.

1. Good Habits
2. Bad Habits

Here let me make a very important distinction. Saving money is a very short term activity. Men save money to spend it later like buying goods and equipment for which we need a lump sum amount. Investment on the other hand is a Goal based financial activity with long term time horizon. Investment is made by calculating the financial value of the goals which have an almost definite year of requirement. Goals are defined by the financial value and the date on which it would become necessary. Once an investment is made it is generally expected to be locked till the year in which the Goal arises. Investment should not be liquidated in between the desired timeline.

Following are some of the systems that I have enumerated below. I am giving more than one system so that you can implement whichever appeals to you.

## **1. The Quadrant Concept**

You can also show this system to your prospects who say they have no money. Most prospects including agents/advisors do not manage their financial affairs scientifically. They do not use any principles in managing their finances. This leads to chaos in their financial lives. Money is used and spent more on emotions rather than any logic. There is no

## BENEFITS

- 1) No stress to manage the cash flows on a daily basis.
- 2) Money managed through a system logically and not done on emotional ground.
- 3) No knee jerk reaction to money management.

## **2. Destination account system**

Another way to manage your finances is to keep a specific budget for different types of expenses. Most people do not keep a budget for different expenses but rather just have an overall budget.

I recommend you to create destination accounts. Now what is a destination account?

Generally we have a single account or at max two accounts where all income is deposited and also all expenses are made. Nobody knows at the end of the year how much the expenses were under each head. We also don't know whether we have exceeded any amount as per the budget. In this manner there is no way to control what expenses we do. We will never be able to stick perfectly to a budget and we will spend money at will unless we have a system to control and manage the budget on a monthly basis. The destination based accounting

# STRATEGIES

I very often get this question from my trainees “Sir, what strategy should I use to get maximum business?” I must confess this was a question in my mind as well when I was a new advisor. However there are many advisors who don’t even think of strategizing their activity and these are the 90% who contribute to 10% of the business of the company.

The concept of strategy has been borrowed from the military and adapted for use in business. A review of what noted writers about business strategy have to say suggests that adopting the concept was easy because the adaptation required has been modest. In business, as in the military, strategy bridges the gap between policy and tactics. Together, strategy and tactics bridge the gap between ends and means.

Strategy is a term that comes from the Greek “strategia”, meaning “generalship.” In the military, strategy often refers to maneuvering troops into position before the enemy is actually engaged. In this sense, strategy refers to the deployment of troops. Once the enemy has been engaged, attention shifts to tactics. Here, the employment of troops is central. Substitute “resources” for troops and the

# Product Life Cycles and the Boston Matrix

**a. Product Life Cycle** – shows the stages that products go through from development to withdrawal from the market. These stages can also be represented for advisors and even advisors, companies and staff who also pass through the same stages.

We shall be discussing this model in the light of the advisors and the products that they sell and not in relation to the theory which you can read by searching for BCG Model – Product life cycle. I am here to explain strategy that an Advisor should adopt for his business keeping the BCG Model in mind.

**b. Product Portfolio** – is the range of products an advisor offers for his customers at any one time. Managing product portfolio is important for cash flow.

**c. Product Life Cycle (PLC)** - Each product (Life Insurance, MF, Postal, Financial Planning etc) may have different life cycles and this contributes to strategic marketing planning.

## Final Note

I hope that you have now thoroughly gone through this book. You must have found this book a bit different from all books on the subject. The reason why this book will be different is because I have not spoken only about success but how to combine this with an enjoyable exciting life.

I intend to bring back the magic in your life – that magic which you always felt was elusive, the life that is rightfully yours not only for you but also for your family. I want you and your family to rediscover the real meaning of your life and your profession. I want to return to you that which was missing in your life so far and that which will make your life complete.

I have had many examples of the spouses of many of my student advisors who have come and thanked me for giving their husband back to them. They all told the stories of how they had lost their husbands who had joined LIC. But after following the LDEA Success System they became more effective in their business as well as their family life.

I would like to end with the words of Bessie Stanley: He has achieved success who has lived well, laughed often and loved much; who has gained the respect of intelligent men and the love of little children; who has filled his niche and accomplished his task; who has left the world better than he found it, whether by an improved poppy, a perfect poem, or a rescued soul; who has never lacked appreciation of earth's beauty or failed to express it; who has always looked for the best in others and given them the best he had; whose life was an inspiration; whose memory a benediction.

I wish and pray that after following the LDEA Success System your life will also epitomize the above words of Bessie Stanley.

*Lazarus Dias*

**BA, CIS, CPFA,  
Certified Life Coach™ (USA),  
Member International Coach Federation**

**Is your Business giving you the level of success that you dreamt of?**

**Would you like 'success in spurts' or consistent success?**

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**This book lays out a blue print for becoming a Super Successful Advisor. If you follow and implement the Principles and Systems step by step then there is a sure guarantee that you will be Super Successful. The various steps of this journey are explained step by step in a very simple language which any Advisor can understand and implement.**

**This book will INSURE your transition to a  
SUPER ADVISOR**