

Dear NAAFA,

Everyone I talk to seems to express frustration about American Family's non-competitive rates. I wonder if we sometimes forget some of the basics of selling. I just found this in some of my notes and wanted to share:

1. Ask as if you expect to get it. (The sale)
2. Ask someone who has the authority to buy. (Don't waste your time with Grampa if Gramma makes all the decisions.)
3. Ask clearly and specifically. (Know what you want and go for it!)
4. Don't be afraid to ask repeatedly. (44% of all sales people quit after the first call. 94% of all sales people quit asking after the 4th call!!)
5. When you ask and get turned down, **REJECT REJECTION!**

Nobody promised sales would be easy. All I ask is that American Family not terminate me until I've had time to ask all my customers at least 5 times! Or better yet, give me some rates I can sell. Selling is what I do best, but when rates are high it takes 5 times longer to make a sale.

An agent who tries!