

Dear NAAFA,

When I first started in the insurance business my DM went with me on calls. On the way to the appointment he would give me a pep talk, "if you sell these folks 2 autos and a home owner policy you will make X number of dollars. With him it was always about money, contests and All American Points.

I hated it! I didn't like the way he pressured people, etc. When I started going on appointments by myself I would hope that the people would "forget" the appointment and not be home. After awhile I felt more comfortable and started being myself instead of a salesperson. My wife would ask how I did on an appt and I would say, "I didn't sell anything, but I had a nice conversation."

I would leave people's home knowing that I had helped them by telling them that, "now is not a good time for you to change companies, wait a couple years", "you've been with SF for 40 years and now you are 75, I think you should stay where you are, because they owe you and we wouldn't", "Your wood burner is unsafe, here's a brochure about proper installation and do yourself a favor and call the fire dept and have them inspect it", or these are the coverage's I think you should have, call your current agent and see how little it would cost you to have good coverage until you are able to make the switch".

A funny thing happened. I had an Epiphany! All of a sudden I wasn't just a step above a used car salesman (no harm intended). I wasn't a salesman! I was in the business of helping people. And my phone rang! My Dad said I should call you 'because you're a good honest guy. I got my wood burner fixed, come on over and check it out and give me a price and my sister wants you to call her.

All of a sudden I was having fun! I was helping people! I was making money! The more people I helped, the more money I made!

People are very smart. They can smell if you are there for the wrong reason! Greed has no place in the insurance business.

Retired 13 years, but still in "**the business of helping people!**"