

What Every Advisor Ought To Know About Annuity Seminar Attendance



For over a year now, we've been getting a lot of calls from agents, advisors and planners who are telling us that with all the bad publicity about annuity dinner seminars and this crazy economy, the attendance to their events has fallen off sharply. They've tried working with other marketing groups, used different direct mail houses, changed their invitations, tried using post cards and unfortunately nothing seems to be working. They want to know if the people who are using our systems, and we're coaching, are having the same problems?

The answer we give them is... *"The people we work with are still getting extraordinary results!"*

So, what are the agents, advisors and planners we work with doing that is different from everyone else?

It might surprise you to know that they aren't really doing anything that's different. They've just learned a few little '**insider secrets**' that makes them just a little bit better and much more successful at it!

While we're not about to give away all of our proven techniques and the little '**insider secrets**' to consistently filling your annuity dinner seminars with all the right prospects, we will give you ten of the biggest reasons why most agents, advisors and planners are having trouble getting seniors to attend their annuity dinner seminars.

- **The first problem is that most agents, advisors and planners are looking for quick, short-term results!** They are unwilling to put in the initial extra effort to establish a complete marketing program that will generate long-term consistent results. The only way they are getting people to attend their seminars is by running newspaper ads, sending out post cards, or sending '*wedding style*' invitations. It's definitely the most expensive way to generate annuity leads. It's one-dimensional! You never know who's going to show up? You don't know whether you'll attract the right prospects? You don't know who else is inviting these same people?
- **The second problem is that most agents, advisors and planners have not identified who the best prospects are for their products and services!** Who do YOU have the best chance of selling? As an example: are your products, services and personal skills better suited for retirees with CDs, or for retirees who have their money invested in the market? Whom do YOU work best with?

- **The third problem is that most agents, advisors and planners are trying to attract people to their event by promoting the latest hot new sales idea!**
In all of their correspondence and at their seminars, they are talking about Roth IRA Conversions, Transferring Wealth, Annuity Owner Mistakes, Safe Money Concepts, Advanced Tax Planning, Understanding Living Trusts, A Guide to Asset Allocation, Advance Care Planning, Asset Protection For Seniors, Strategies For Preserving Wealth, and Financial Strategies For Uncertain Times. If you want to attract a lot more seniors to your dinner seminars, then you must help seniors to solve an immediate problem THEY have, like... *Outliving Their Money! Providing a lifetime income you can't outlive!* And, then you must consistently deliver that special message to your best prospects!
- **The fourth problem is these prospects have never heard of the agent, advisor or planner!** Most agents, advisors and planners are doing very little, if anything, to become the most recognized, trusted and sought after financial expert in their local community. With all the bad publicity about annuity dinner seminars, do people trust and want to work with a complete stranger?
- **The fifth problem is that most agents, advisors and planners don't know how to separate his/herself from the competition!** Aren't you are in direct competition with the banks, accountants, attorneys and brokerage houses? If you want to attract more of the right people to your seminar, then you must find a way to stand out from all of your competition! Why should people go to your seminar, verses the one your competition is offering? What's in it for them?
- **The sixth problem is that most agents, advisors and planners are promoting and selling a specific hot, new product during their seminars!** You need to stop selling your hot, new products for the highest commission possible, and instead think what would be in the best interest of your prospect. In an era of a recession/depression, retirees want guarantees. Retirees don't care about your products! Retirees want to know you understand their problems and you can provide them with real help with their finances.
- **The seventh problem is that most agents, advisors and planners have not earned the right to receive referrals!** If all you are doing is pushing annuities and providing the latest hot new products, aren't you the same as everyone else in their eyes? So, why should these people refer anyone to you?
- **The eighth problem is that most agents, advisors and planners are not conducting annual reviews!** If once you make a sale your client never hears from you again, then why should they buy more from you, or refer people to you?
- **The ninth problem is that most agents, advisors and planners are not staying in constant contact with their friends, family, prospects, referrals and existing clients!** People buy when they're ready to buy, not when you're ready to sell! So, if you are not constantly in front of them, and inviting them to your events, then they'll end up buying from your competition who is!

- **The tenth problem is that most agents, advisors and planners don't know how to establish a true Joint Venture Relationship!** They may be able to set-up a passive system that gets other professionals and businesses to refer a few people to them, if those professionals happen to think about them, or if their clients ask for a referral! They don't know how to set-up an **active system** that gets those professionals to invite all of their best clients to their events.

Dinner Seminars are still one of the absolute best ways to attract seniors to you and set sales appointments, to collect ONE Million of Annuity Premiums each and every month... once you learn and apply these 'insider secrets!'

Just ask the agents, advisors and planners we work with!

Lew and Jeremy Nason
Marketing and Sales Coaches
'The 9 Out Of 10 Guys'

P.S. For more detailed information on using dinner seminars and workshops please visit... <http://www.insuranceproshop.com/annuitymarketing/annuityseminars.html>

Or, Download Our Free E-Book Today...

'10 Deadly Mistakes' That Keeps You From Collecting 'One Million Dollars' Of Annuity Premiums Every Month!

http://www.insuranceproshop.com/annuity_e-book.html



© 2010 Lew Nason, RFC, LUTC Graduate - All rights reserved
Lew Nason, with his sons Jeremy Nason, RFC, and Will Nason, RFA, are the founders of the *Insurance Pro Shop* and the creators of the... *Found Money Management™ Advanced Life Insurance Sales System...* The most endorsed and successful Life Insurance prospecting and sales system available for today's insurance professional! Lew has been helping agents and advisors to achieve long-term success in financial services industry for over two decades. Their unique perspective, on how to truly help clients, has enabled scores of agents and advisors reach the top levels of their profession. Visit their web site at www.insuranceproshop.com or call them toll free @ 877-297-4608.

Helping Insurance Agents and Financial Advisors create endless streams of new, repeat and referral business...



www.insuranceproshop.com
Toll Free # 877-297-4608

Advisor Success Stories

"I had a 90% response on people who have agreed to the one hour complimentary meeting."

"Lew, I just completed my first seminar using the strategic questions we discussed during our first coaching session. The results were remarkable. At the seminar *I had a 90% response on people who have agreed to the one hour complimentary meeting.* And, I just had my first appointment and uncovered in excess of **\$150,000 for an annuity sale.** The system works and many thanks for your help."

Steve Rogers - OK

"In just one month I've made over half of what I made in previous years!"

"Following the advice of your competitors, for my first seminar I spent \$16,000 and made \$22,000. The second seminar I spent \$6,000 and made \$1300. Then a few weeks ago I found you. *For my third seminar I spent \$2800, and so far I've made \$55,000.* (in commissions) I'll give you credit for 90% of the success I've had with this seminar. I just followed the advice in your (**Annuity Sales Excellence**) system, for my seminar, the initial interview and the closing appointment and I'm making serious money.

In just one month I've made over half of what I made in previous years!

I'm certainly glad I found you. Thanks,"

Peter Orange – WA

"I am having my best month ever with seminars, appointments, and closes."

"I am having my best month ever with seminars, appointments, and closes. I am sure that a lot of it has to do with the coaching sessions and becoming more aware of my own actions during the seminar presentation and the opening appointments. *I have sold more life insurance in one month than I use to sell in one year and the annuity sales have been unbelievable.* Not only a higher percentage of closes but much larger sales."

Rick Wallace – ND

"...my (appointment) results exploded to 90% for the next and 75% for the 3rd seminar!"

"Over the last two weeks I have been holding seminars. Appointment results from the first in my series were lower than normal in the past at just 25% (I normally will get 40% to 60%). After speaking with you and implementing some of your tips, *my results exploded to 90% for the next and 75% for the 3rd seminar!* I am amazed that using the same presentation and only asking a few simple questions could transform my appointment request ratio so much. I can't wait to get out and try these strategies on the appointments. Thanks for your help!" **David Hodgkins - NH**