

What Top Producers Do

Schedule- all sales people know that schedule is the single most important factor contributing to success. Whether you're in b2b or direct sales the rep who wins the schedule game almost always wins. In final expense the law of schedule is magnified. Sticking to a consistent schedule equals large consistent deposits in this business. When you first start we suggest sticking to one of two schedules. Stick to these suggested schedules as close as you possibly can.

Schedule A:

Phoning on Monday to schedule appointments for Monday evening and All day Tuesday.

Phoning on Wednesday to schedule appointments for Wednesday evening and All day Thursday.

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9:00-10:00	8:30 Monday call	Appointment	Phone time	Paper work/ Pends/retention/drive	
10:00-11:00	Phone time	Door knock	Phone time	Appointment	
11:00-12:00	Phone time	Door knock	Paper work/ Pends/retention	Door knock	Paper work/ Pends/retention
12:00-1:00	Paper work/ Pends/retention	Appointment	Paper work/ Pends/retention	Appointment	Paper work/ Pends/retention
1:00-2:00	Drive	Appointment	Phone time	Appointment	
2:00-3:00	Appointment	Appointment	Drive	Door knock	
3:00-4:00	Appointment	Appointment	Appointment	Door knock	
4:00-5:00	Door knock	Door knock	Door knock	Appointment	
6:00-7:00	Appointment	Door knock	Appointment		
7:00-8:00		Appointment			

Schedule B:

Phoning sat morning to schedule appointments all day Monday

Phoning Tuesday to schedule appointments all day Wednesday

Phoning Thursday to schedule appointments all day Friday

Time	Sat	Monday	Tuesday	Wednesday	Thursday	Friday
9:00-10:00	Phone time	8:30 Monday call	Phone time	Appointment	Phone time	
10:00-11:00	Phone time	Appointment	Phone time	Door knock	Paper work/ Pends/retention	Appointment
11:00-12:00	Phone time	Door knock	Paper work/ Pends/retention	Door knock	Paper work/ Pends/retention	Appointment
12:00-1:00	Paper work/ Pends/retention	Appointment	Paper work/ Pends/retention	Door knock	Paper work/ Pends/retention	Appointment
1:00-2:00		Appointments	Phone time	Appointments	Phone time	
2:00-3:00		Appointment	Phone time	Appointment		
3:00-4:00		Appointment		Appointment		
4:00-5:00		Appointment		Door knock		
5:00-6:00		Door knock		Door knock		
6:00-7:00		Door knock		Appointment		
7:00-8:00		Appointment				

Metrics of a Top Producer

Two out of the three of these objectives need to be achieved every week for optimal production.

1. 40 hrs of focused work. Focused work includes, setting appointment, on your way to door knock/appointment or in a presentation.
2. 12 sit down, 15 decisions to your face. Minimum requirements for a sit down is start your introduction with 12 people and trial close. 15 total decisions to your face whether a sit down yes or no, or door knock yes or no.
3. Write \$5,000 AP.

Mentality of a Top Producer

Top producer take the pressure off themselves and put all the pressure on the leads, schedule, and metrics. Top producers understand that the people that sent in the leads summoned them for help. They realize it's imperative to get the information to everyone that requested it as quickly as possible. The lead gives them the ability to be more assertive and blunt in there presentation. They are not a random solicitor, but rather a trusted advisor that can solve problems, much like a doctor. Top producers literally do not care about premium. Instead they care about the metrics and schedule more than anything else. This gives them a natural buying atmosphere that radiates in every sit down causing a higher closing rate with bigger premiums and lower cancelations.