

## Club Forte-Nine,

### Take 3!

This month's instalment consists of 3 ideas that we suggest you use together to make a big difference to your production. These ideas are:

- 2 + 1
- WOO
- Four Names Card

Yes, this month we'd like you to fully utilise these 3 great ideas that will undoubtedly help your production soar.

#### 1) 2 + 1

This is such a simple concept and yet why doesn't everybody do this when they are telephoning during a prospecting session? Quite simply 2 + 1 is to make two calls – which might be 'cold' or 'chicken calls' – and then the third call should be to someone you know or a friend. If you use this technique when you are looking to fill yellow boxes in your diary, what inevitably happens is that you enjoy the experience infinitely more given that every third call is to a friend and not a foe as it were. (We use the word 'foe' in a light-hearted way of course!)

The chances are you have never done this before, and certainly not in terms of strictly two calls to prospects followed by one call to a friend. Try it and see the difference! By the way, invariably the call to a friend often produces business indirectly... which makes this idea so appealing and effective.

#### **2) WOO**

Windows of Opportunity. Get a large sheet of paper, create a crisscross pattern like a chess board and on the left-hand axis put the names of your top 20 clients. On the axis going from left to right on top of the page write down the various products you currently sell, and a few soft options such as personal introductions? and business owners?

By going through each client and ticking the box as to whether they have bought each product, this will give you a 'windows of opportunity' chart that indicates where you are missing out on sales opportunities with your client base. For example if your first client, Mr Brown, has life cover, a mortgage, yet no PHI – permanent health insurance – you now have a window of opportunity to give Mr Brown a call to discuss that very thing. Equally, if you are unable to tick the box

which has personal introductions, here is another reason to ring your client.

The WOO chart is such a simple idea and not used nearly as often enough as it should be. When did you last do a WOO chart?

### **3) The Four Names Card**

This is a card drawn up with enough room for name, contact number and background details. The idea is to pull the card out and put it on the table at the first meeting, making reference to it. For example you might say, "By the way I normally make it a professional business practice to work by personal introduction (at this point you indicate the card with a gesture) and I'll come on to that later on."

That's it. That's all you say at this point and in the second meeting you will pick up on the matter of introductions by pulling the card out and a pen and asking them in their opinion who would they like to recommend. This is another version of course of the Watch Technique – much simpler, though we still believe that the Watch Technique is more powerful. If you haven't had the opportunity to rehearse the Watch Technique sufficiently enough to then use it, we strongly urge you to start with the Four Names Card as a way forward.

Wishing you a fabulous business month,

Every success