

## Relationships: The Key to Your Sales Success

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I am here to talk about relationships and the single most important skill we can ever develop – the ability to get along with each other. When you think about it, other than our health, nothing is more vital and important to our success. Relationships, as many of you have experienced, can be a source of great opportunity, happiness and joy in our lives. On the flip side, they can be as great a source of challenge and frustration. What I would like to share with you today is to address the three biggest challenges we face in our careers and industry right now. I will address them in the form of numbers, so those of you who might have a pen and paper in hand, write down these three numbers because they will help you stay centered on the conversation.

The first number I want to talk about is 87. The second is the number 66, and the third is 35. Let me address these now.

Eighty-seven percent of the time when a client walks out of your life, they are walking away because of the relationship. An interesting caveat is 90% of the time it has nothing to do with product performance. They keep the product and they like the product.

Sixty-six percent represents a study that was done entitled, "I Love You But I'm Leaving You". Two out of every three clients right now in the marketplace are considering changing advisors at this time in their lives. Think about this for a moment. This fact either scares you and creates a lot of anxiety, or gets you very excited about the opportunity to capture new clients.

Thirty-five represents the most significant trend in our industry and society in general. A study entitled, "America's New Motto, In Few We Trust", conducted by the University of Chicago School of Business talked about the decline of trust in the United States. Only one out of three people in America today feel that they can trust other people. The proverbial question is "Why do people feel this way?"

For the past 23 years, I have been involved in over 10,000 meetings and coached over 8,000 people. I have asked a lot of questions and received a lot of feedback. I would like to share with you the feedback I received, the lessons I have learned, and the experiences I have had that

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can potentially help you avoid some of these relationship landmines and convert them to relationship goldmines. I would like to share some compelling information that can help you potentially attract, connect and commit to other people in your life and work.

I am really here to remind you of what you already know intuitively, that the key to your life and business is relationships. Everything starts with relationship, both with ourselves and others, and intuitively we understand something very important – that people dislike being sold, but love to be served. You observe this truth every day. You know instinctively when someone is selling you or serving you. You recognize when you receive quality service and when you do not. What is the difference?

It all comes down to a feeling. The buying process, what we do and how we engage people each and every day, comes down to how people feel about something, not what they think about something. People stay in relationships that focus on the relationship and they leave relationships when they do not. To understand this can be of great impact.

### **Attract: You Are the Difference**

The essence of client attraction and creation starts with you and what you are thinking at any given moment. To demonstrate, let me ask you to imagine the following scenario. You are attending a gala event, such as this, and the room is filled with high quality prospects. As you observe all this world-class talent, people that you would love to meet and talk with, someone engages you in conversation and eventually they ask the inevitable question, “What do you do?” Four little words with such huge implications, what do you do? What are they really asking you at this critical point? They are not asking you to throw a label on the table, but what they are really asking is “Who are you and why should I consider talking with you?”

Here is an interesting point to remember about responding to that question. Men will give you 33 seconds to respond in a way that connects with them. Women, on the other hand, will give you 17 seconds. It’s like men have dial-up and women have DSL connections.

So, here you are in the scenario, you get to meet someone, they come up to you and ask you what you do. How do you feel about the way you would answer that question right now? What are the consequences to you if you cannot answer that question with impact? Because if you don’t think that you’re good enough or interesting enough, it’s going to be very difficult to convince that person otherwise. Would you agree? Your self-perception drives your behavior. Your actions are a result of your thoughts. If your thoughts are not linked to a sense of clarity and confidence, but instead are linked to confusion and chaos, that will be the ultimate result you will have.

You can see this all the time. Observe any two people in their career and notice the difference between a producer who consistently performs at the top, year in, year out, and another producer who struggles with their performance. Intuitively you observe that they both have similar intelligence and resources. They are both provided with the same work environment and doing the same thing, financial services. What causes the disparity in their actual behavior and results?

May I suggest to you that the top performers, are using something that I call *The Authentic Mindset*. They have gone deeper and done the pick and shovel work of self-reflection. They are very clear of who they are and confident of what they will and will not do. They are capable of putting together the necessary efforts, of aligning their intentions and actions, to produce the results that will have an impact on someone.

Let me tell you how I came to this understanding. In 1976, I began my sales career in the business machine industry. I was hired and recruited like most new, young professionals, 24 years old, and without a clear understanding of who I was, what I would do and how I would do it. Inevitably what happened was my growth strategy was simply to turn my will over to someone else who told me what I should think and say and how I should act. My empowerment strategy was that I would simply imitate the actions of other people I viewed as successful. That is basically how I began my career.

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I will share with you an experience when I was not being clear, competent and capable. In the 70's, I was being taught to engage people through a very limiting, exploiting and manipulative process. The belief that I was taught in business was get the check, no matter what, even if it has blood all over it, get the check. This was the message, the check justifies the means. I have to tell you, I was out of alignment with this. It didn't feel very good, but nonetheless this is how I was taught.

Let me share a story with you. I remember this one salesman who was pretty successful telling us about how he conducts meetings and gets checks from people. He gave us all these exploitive concepts and strategies and, quite frankly, I left this meeting feeling sick. With my stomach doing a flip, I went off to my own meeting in downtown Chicago. I was a young professional with my briefcase and dictation equipment and I show up in this very successful attorney's office – a big, beautiful, opulent office with a large man, kind of Kojak-looking, big and bald. As I'm demonstrating my product, about a minute or two into the demonstration, he began to stare at my head. I became a little uncomfortable, stopped the demonstration, and said, "Excuse me, sir, is something wrong?" He said, "Your hair piece, where did you get your hairpiece?"

This was the beginning of a very unusual conversation and I said, "Sir, it's really my hair, I am just blessed with a good head of hair." The man said, "I'm in the market for a hairpiece and it really looks like a great one, where did you get it?" As I continued to say that honestly, it was my hair, he said, "That looks like great quality, may I touch it?" Now I have never heard this objection in any sales training manual before, but my belief was to get the check, the check justifies the means. I got a little creative and said, "I'll tell you what, if I let you touch it, will you buy the machine?" He sat there looking at me and then said, "Okay." So I leaned over this guy's desk and he proceeded to yank on my hair for the next fifteen seconds. He pulled on my hair exclaiming, "I can't believe the quality, this is amazing", as he continued to insist that it was a hairpiece. About twenty seconds later, I pulled back from his desk, calmly opened my briefcase and pulled out the order form.

I put the form in front of him and said, "If I may have your endorsement, I will have your machine here tomorrow" and he signed the form.

When I went back to the office, the person who had advised me said, "Well, did you get the check?" to which I said, "I sure did". He asked if I did what he had told me to do. I said, "No, I used a new technique called the 'Lou Do Close'."

I tell you this story with a lot of humility and transparency to share what I learned from this. The experience helped me change the way I look at this whole thing called 'selling' and I learned some very valuable lessons. The first thing was that some of the beliefs in selling handed down to me were not effective and working. Being a John Wayne fan when I was a kid, I learned that when your horse dies, get off. It also taught me that imitation is extremely dangerous. What works for one person does not necessarily work for everyone. Unless you understand the principles and patterns that produce a certain result, imitation for the sake of imitation is not going to stand the test of time.

This experience taught me something even more important. You have to have your own house in order when you show up in someone's life because if you do not, what ultimately happens is you show up with a hidden agenda. I had to connect with the fact that, like a lot of people, I was anxious to improve my circumstances, but I was not necessarily willing to improve myself. I also learned that rather than being upset with my managers and this potential client, I could thank them instead for providing this opportunity for me to see selling in a different way. They brought to my attention the very thing I needed to learn and center on at that time in my career. I developed my first real, true, authentic intention in my life, a powerful intention that, to this day, serves me in everything I do. That intention was to be a first rate version of myself rather than a second rate version of someone else.

One of the biggest insights I developed is to pay attention to the fact that all relationships are a reflection of the one you have with yourself at any given time. If you

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show up and are confused or lack confidence, who will be attracted to you? Only people who are confused and lack confidence. When you think about it, these people were like mirrors reflecting these values and qualities back to me.

I developed my first Focus Formula as a way to pay attention to how I observed certain things. It has four steps: *look, see, tell the truth, take an authentic action*. The first thing I did was *look* at my relationships and put my attention on them. What did I need to learn? I needed to learn how to relate to people, not how to sell them. I saw that as being far more beneficial to learn to do.

The next thing I learned how to do was *see*, see my relationships for what they were, examine my beliefs and behavior and identify the common denominators of successful achievement. I started to pay attention and look at talented people, talk to them, observe how clear, competent and capable they were with other people.

Then I had to *tell the truth* and that is not always easy, is it? Telling the truth, separating fact from fiction. It is different from being honest, which places your personal spin on the situation. I had to be truthful about what was working and what was not and what I had to stop doing in order to start doing something more effective and productive.

The *authentic action* I took was to develop the first generation of my Personal Value Statement, which is the understanding that when you are asking me what I do, what you are really asking me is who I am. You provide me the opportunity to articulate my values and qualities about myself and share with you what actions I would take in your life. Ultimately, you are looking to know how I would make you feel in our relationship. Remember, the relationship process comes down to the way people feel about something, not what they think about something.

Because of my Personal Value Statement, today when people say to me, "What do you do?" I can look at them, put my eyes in their eyes, and say:

"People work with me because of my passion, dedication and commitment to serve as a resource for their financial security. What this means is I show a genuine interest in helping you preserve and protect your lifestyle, assets

and loved ones and share a process that aligns intentions with actions. The benefit is the comfort, confidence and contentment you will feel knowing that you have honored your agreements to the people that matter most to you."

Today I can say this to anyone. I can put my eyes in their eyes and from my heart state my cause. I can say, here are my values and qualities, here is what I will do and here is how I would like you to feel in this relationship. The benefit of showing up in someone's life with such clarity from the Personal Value Statement sets the intention for the meeting. It reminds me why I am there.

More important, it helps me put my cause out there and serves as an opportunity to promote myself. When given the opportunity to respond to the question, "What do you do?" I can passionately say, "For 23 years I have been very blessed to be able to protect and preserve people's lifestyles, assets and loved ones" and smile. It's nice to see who is attracted to that statement and would like to learn more about me and my causes. I do not want to chase anybody, do you?

Put your cause out there. I don't think Martin Luther King needed a PowerPoint presentation to get people to align with his cause, did he? I don't think Gandhi had to have a closing meeting with all his staff to get them to align with his principals, or that Mother Theresa took a professional development course in persuasion and negotiation to get people to line up with her. They had a strong sense of cause; they were clear, competent and capable as to why they showed up. Let's take this baseline understanding as the relationship goldmine. Using the Personal Value Statement is the key to keeping yourself out of the 87% group.

### **Connect: Your Process of Relating to Others is Your Real Product**

Now let's talk about the number 66 and why a lot of people are thinking about leaving advisors.

Question: How many of you, like me, have had the experience in your career when someone stopped working with you to work with someone else who you felt had an inferior product with an inferior company?

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What is going on here? Obviously, it's more than intellect that attracts and keeps clients. You have to be emotionally intelligent as well. One of the things I have done in my 20 years of coaching is interview people who have left advisors and ask, "Why did you leave?" With every one of them it came down to a lack of connectivity. The bottom line communicated was, "I got the feeling they were putting their interest ahead of mine." When you think of it, this is the main reason why we would leave any relationship.

Let me give you an example of this lack of connectivity that addresses who you are is more important than what you do. Six years ago I needed a hip replacement operation and narrowed my search to the top two surgeons in the Chicago area. I met with the first physician, Dr. G. As I walked into the office, I was greeted in a very cold and rude manner by the receptionist, as if I were bothering her by being there. She shoved a clipboard toward me and said something like fill this out, sit over there, and 30 minutes later she ushered me into a room. After an additional 30 minutes, the door kicked open and the surgeon with his entourage walked in. He did not even look at me but looked at the x-rays and said, "This person doesn't need surgery." and walked out of the room. Then another person, perhaps the resident, came up to me while fumbling with the clipboard, wanting to ask mundane questions they should already have known about me. I said, "Stop, I stayed just long enough to tell you that I have no interest in going any further."

Then I went to the second doctor, Dr. H. As I walked in, the receptionist said, "Hi, welcome, I understand this is your first time here, would you be kind enough to take a few minutes to sit down and fill out some forms so Dr. H knows a little bit about you?" I said, "Be happy to." I hardly began when she said the doctor was ready to see me. I entered the examining room and thirty seconds later heard a knock on the door as he came in saying, "Hi, Lou, I'm Dr. H, how are you, how do you feel today?" I said, "I've felt better doc, did you take a look at my x-rays?" He said, "I don't operate on x-rays, I operate on people, how do you feel today?" Guess who I selected as my surgeon,

Dr. H. who was being caring and compassionate. This is what I mean by being emotionally intelligent.

One of the biggest landmines we run into with this is the fact that we have a 'one size fits all' communication process. The problem with that is we are each hard-wired with one of four unique personalities and we tend to say the same thing to everyone. The consequence of communicating this way is that you have a one out of four shot at connecting.

As I describe these personalities I would like you to identify the one you might be and watch for the one that makes you go tense. We all have lead and villain roles in our personality.

The first personality is all about feelings: sensitive, caring, considerate, great listeners, and get along with everyone. They see everything through a wide-angle lens, making sure that everyone is happy. The Achilles Heel of that personality is because they care what everyone thinks, they have a hard time making decisions because they worry about everyone. If you want to ruin this personality's day, just phone them at 9:00 at night and tell them someone is mad at them. They could have five great things happen during the day and then you say one bad thing and it ruins their whole day.

The second personality is all about results. They see everything through a telescope from here to there. They are candid, to the point and want to know the bottom line. They live by the motto, *I'm the leader, you got a problem with that? When I want your opinion, I'll give it to you.* It's all about results. The Achilles Heel of this results-driven personality is that they tend to be very impatient with people and processes. An example of this is if you show up in their life and you are not moving quickly enough, they will finish your words while looking at their watch.

The third personality is all about accuracy. They trust data more than they trust people. These are the people who want to go slowly, they want data, and more data. They thrive on being precise, detailed and follow step-by-step procedures. The Achilles Heel of this personality is they are pessimistic, everything is black and white and they tend to slow everything down.

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Many of us in the sales profession can relate to the fourth personality, which is all about high energy. These are people with great ideas and concepts, with lots of things going on. They are articulate, persuasive and can talk to people and mix business with pleasure. The Achilles Heel of this high energy person is impulsiveness. They tend to have many things going on at once and go in many directions. They lack discipline and follow-through and overuse enthusiasm.

Can you see some points of conflict that may develop? You have this high energy sales person who is so conceptual they round off phone numbers talking to the analytical CPA or attorney who is looking for accurate data.

As you can see, the landmine of one size fits all communication is that we create disconnects with people by not understanding their personality and what drives their behavior.

Let me give you a practical example of how this may work in real life. Consider that this room were to catch on fire. Everybody should follow the results driven personality out of here, because they are going to get out of this room, even if they have to climb over you or the table.

The sensitive personality may say, "Joe, I would love to leave with you, but I promised John that I would take him and I also wanted to include Don, and I don't want him to be upset, so are you guys okay with that and not angry with me?"

Then the analyzer may say, "Nobody move, the fire marshal has probably put a plan here somewhere, let's follow the plan."

The high energy people may say, "Hey, the building's burning down, someone go get a case of beer, some hotdogs and marshmallows and let's make a party out of this event."

Here's another way to look at this. The sensitive personality is going to have a motto in life, which is *ready, aim, fire, because that is what I am supposed to do and I don't want to rock the boat*. The results driven personality is going to say *fire, fire everybody if you have to, just get the results*. The accuracy personality is saying *ready, aim, aim, aim, hire an aim consultant, form an aim committee, aim, aim*.

Then the high energy person says *ready, fire, aim, oh no, I should have thought first, I should have thought about that*.

Here is an interesting statistic, 75% of the time people marry their polar opposite personality and 90% of American businesses are run by the results driven and accuracy-based personalities.

Thinking through this, I wondered how I could develop a communication format that was consistent with all four personality types. What would be the common denominator that we all might have so that I could engage and connect with any personality, rather than disconnect? The first thing I observed is that all of us, no matter our personality, have something that we deeply care about in our lives. We all have challenges and opportunities, important relationships and experiences.

I developed a conversational format as the way to potentially stay out of the 66% who disconnect, which I call a CORE Conversation, C.O.R.E. It starts with a trust question that I ask. As I thought about going through the questions to ask, it came down to what do I ultimately want to know about someone. What I really want to know is *what do you care about?* It is as simple as that. So my trust question states:

What is it that you care about, that if I can help you focus on and accomplish in the next twelve months would make you feel happy with your progress?

If someone shares that with me, I ask the following questions;

- What are the biggest *challenges* that you face?
- What are some of the *opportunities* in your life that you would like to capture?
- Who are the most important *relationships* in your life?
- In your *experience*, what has worked for you and what has not worked for you?

Through this dialogue, I have observed that I can connect with all different personalities.

Let me illustrate with a practical example. An attorney, very high analyzer, called me regarding a client he was working with for two years and could not get him to engage. I asked what his biggest *challenge* was with this client and what were the consequences. He said, "I'll tell



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you Lou, I'm afraid the family might have something to say to me." So I asked, "What is the *opportunity*, what are you trying to help the guy do?" The attorney answered, "I would really like to help him complete his planning and secure his situation." I then asked who the most important *relationships* were in this man's life, to which he replied, "His wife and seven kids." I asked the attorney what his *experience* had been working with this client. He said, "His attention span is very short, 30 seconds or less." The attorney was describing his own villain role, the results driven personality, who was frustrated by the slow process. Ultimately, I suggested that the reason the attorney was not engaging this individual was that he was not connecting to what the client deeply cared about and I offered to have them come into my office.

The attorney started the meeting with minutia, details, revenue rulings, etc. and I watched as his client, Ed, turned his body away from everyone, crossed his arms, and looked out the window. I asked the attorney if it would be okay if I asked Ed a few quick questions and I said to him, "Ed, what is it that you care about and what needs your attention at this time in your life?" He swiveled his chair back and said, "I want to take care of my business." "What is your biggest challenge, Ed?", I asked, to which he replied, "Understanding my options." I continued on with the CORE Conversation for a few minutes more and then asked, "Ed, why are you really here?" Ed replied, "My best friend died two years ago and his business got decimated with taxes, his family doesn't talk to each other today, and I don't want that to happen to me." There it was, his emotional blueprint. I was then able to explain a really complicated situation to Ed in a way that connected with him and everyone in room, and he proceeded with a significant plan for \$250,000 worth of premium and \$10 million of insurance.

So I encourage you to use this tool, the CORE Conversation, to insulate yourself from that 66% group and connect with what people care most about by addressing their core issues.

### **Commit: To Get a Commitment One Must Make a Commitment**

Let's talk about the element of commitment and what causes the disparity in our lives between what we say we will do and what we actually accomplish. I have observed that many people are like a Kamikaze pilot who flew one hundred missions; they are involved, but not committed.

I would like to give you a new perspective on the energy of relationships. Every relationship begins with an expectation. A simple, *I'll give you a call*, creates an expectation that is either completed or not by the action you take. If you make the call, you close the gap and have a positive energy result. If you do not that gap is left wide open, creating a negative vacuum. Think about how many times that powerful relationship energy is discounted by saying things you know you do not mean. When you do not follow through, negative energy is created and a feeling that people cannot trust you.

One of the most important things to understand about the energy is that making and not keeping a promise is just as bad to you, as it is to someone else. It creates a negative vacuum in your own life and you will end up feeling bad because you know you did not do something you said you would do. I believe that the essence of commitment is to *get a commitment, you must make a commitment*. Have the belief system, which drives the behavior, which produces the result, that you will take the initiative. Demonstrate that to get a commitment from someone, you will make one to them first. Then follow through on that commitment, knowing that it is why you do something that empowers you, not how.

Consider changing your mindset from closing someone, which suggests that someone has to win and someone has to lose, to a mindset of commitment to help the client make the decisions. What you will be aligning with is the tremendous power of the Law of Intention. It is a natural law, like gravity, and when you use it appropriately it is to your advantage and a source of great power, but if challenged it will almost always humble you. The essence of that law is *what you put into a relationship will be in direct proportion to what you take out of it*.

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I have observed in my own life that the way to keep myself in the 35% trusted group is to communicate the difference between a real intention, a goal and a task. An intention is the direction of your life, the purpose and the fuel that propels you. A goal is something that would make you feel happy if you accomplished it. A task is something that makes you feel relieved when it is done.

Let me ask you a question. *What is the feeling of people about buying insurance?* Is that a goal or a task? It is a task - buying insurance is a task, creating a will is a task, preparing a tax return is a task. Here is the secret, nobody likes to do tasks. If you center your communication on task-based issues you will encounter conflict in getting people to honor the commitment. The goldmine here is to convert someone's tasks to powerful intentions. An intention is always to *be* something in your life, such as to be a successful entrepreneur or to be a great provider or to be a great parent.

Early in my career, my intention was to be a successful entrepreneur who specialized in financial services. The goals I had were to make Top of the Table, to make Forum and to earn half a million dollars a year. Those were things that would make me feel happy if I did them. But what are the tasks to do that? See four people a day, get on the phone, etc. Can you see where the meltdown occurs? It's because you focus on the task and forget the intention that you don't have the fuel to make the journey. The intention is the fuel, the goal is getting from point A to B and the tasks, in affect, are the plan and paths to get there. When someone will not commit to you it is because the conversation is centered on something they do not want to do.

One of my intentions in my life now is to be an industry leader in professional development for the financial services industry. So a goal I had was to write a book. I can tell you that the tasks it took to write a book were overwhelming. Find a publisher, take time to write, all that along with being a father and a businessman. The whole process was overwhelming and anywhere along the way I had a number of good reasons not to continue. If I had not stayed centered on my intention to be a leading

resource to people, I would never have gotten through the landmine of tasks necessary to complete my project.

You can observe this in health patterns. In December there is a mad dash to sign up for health club memberships and by the middle of January people cannot even remember where they put their membership card. What's going on here? All of a sudden people realize that they have to do the tasks. What are the tasks? The tasks are working out three-four times a week, watching their diet and supplementation, drinking eight glasses of water a day, etc. The point is, that is where we break down, at the tasks. If they stayed centered on the intention to be physically fit and have a goal, such as lose ten pounds, the tasks are more manageable.

Your golden opportunity when you are talking to people is to remind them of this. Help them convert these tasks to powerful intentions such as be a great provider or be a successful businessman. That will drive their behavior and keep them focused on their purpose.

Let me conclude by sharing with you what I think is the ultimate challenge we all face, how to stay committed in our lives. Where do we get the fuel to get up every morning and consistently do our work? Sometimes we wake up torn between the desire to improve the world and the desire to enjoy the world. Makes it hard to plan the day, doesn't it?

There may come a point in your life when an event will transform your thinking from believing you impact someone to knowing that you do. Allow me to share with you a life event that happened to me in this career and continues to remind me of why I am attracted, connected and committed to this great industry.

In 1991 I met John, a young, up-and-coming, high energy guy who was recently promoted to National Sales and Marketing Director of his firm after ten years. John was introduced to me by a strong client, but I had trouble reaching him since he traveled frequently. I left a phone message and asked for the courtesy of a return phone call. John connected with those words and returned my call saying that he really views himself as courteous and likes courteous people. He proceeded to tell me how busy he



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was and although we probably should get together, he was just too busy. To this I said, "John, what do you care about and what needs your attention at this time in your life?" He replied, "I care about my family, my wife and baby, and we want to have more kids." I asked him what are the consequences of not taking the time to deal with this and then said, "John, in my world there is always time to do what matters most." He agreed and asked me to meet him at 6:00 in the morning at the airport before he left on a business trip. I took a Fact Finder, we had a CORE Conversation and talked about the opportunities he wanted to capture in his career, yet make sure that his family was secure.

When he returned, he brought his wife to my office and we framed his intention. You know what his intention was? To be a great dad and a good provider to his family. We developed three goals and I said, "Now John, here is the challenge, here are all the tasks", and I numbered them, "but the best part is my team and I are going to take these tasks off your plate so you can stay centered on what you love the most." John applied for a half-million dollar policy, and walked out of my office committed. His wife asked how I got him to sit down long enough to do this and I said, "It's because he is committed and loves you, that is his fuel, and his intention is to be a great dad and provider." John thanked me and said, "I can't believe I resisted this for so long." I told him, "John, I am going to give you a great secret, *resisting something is the first step to making a commitment.*" Sixty days later I got a call. John's wife phoned me to say that he was killed in a skiing accident. She said she was just reflecting on the initiative I took and the commitment I made to John, how we talked about his intention and set the goals, and she was calling to thank me for everything I had done. The life insurance proceeds would protect their family and preserve John's legacy.

Now when that happens, it magically transforms you from a place of believing you make a difference to

knowing that you do. There is a personal power in that knowing, that no one can ever take away from you. That is where my fuel comes from. I love this business! Our leadership is not what we do, it is what we help others commit to do because we are in their lives. Please don't ever forget that.

### Call to Action

Let me leave you with these thoughts:

- *If you want something you have never had, you will have to do something you have never done.*
- Your greatness lies in the unknown and at the end of your comfort zone.
- Resisting something is the first step to making a commitment.

Here are three things you can do to build great relationships, the key to your sales success:

- 1) *Be clear* that you make the difference in each and every life. Know why people work with you. Ask your best relationships why they work with you and develop your Personal Value Statement, because it will remind you each and every time you show up in someone's life why you are there.
- 2) *Be confident* that your process of relating to another person is your real product. Help one person a day connect to what they really care about and help them with their CORE issues.
- 3) *Be capable* of honoring your agreements. The greatest gift you give to others is the example of your life working. Make one promise a day to yourself and keep it, and always, always, be a first rate version of yourself, not a second rate version of someone else. Stop asking yourself what someone else needs and start asking yourself what makes you come alive and stay committed, and then do that, because that is what the world needs and that is what this industry needs – more people who have come alive!