

TOP *of the* TABLE

ANNUAL MEETING 2010 | NAPLES • FLORIDA • USA



SESSION HANDOUTS

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2010 Top of the Table Annual Meeting Handout: Marc Silverman

- Show me what percentage of your income you're putting away for the future and I'll tell you your future.
- You never find a prospect that is planning to fail. You will find thousands throughout your career who are failing to plan.
- We insure against what can go wrong in order to acquire the luxury of investing for what can go right.
- The best as well as the most practical way to call the question is by approaching every prospect's case through the prism of a plan rather than through a portfolio.
- The dominant determinant of lifetime investment outcomes is not investment performance but rather investment behavior.
- The critical financial issue in a three decade retirement is the maintenance of purchasing power, simply defined as a dollar income that rises through time at roughly the same time that the retiree's dollar's cost of living goes up.
- After belief, behavior is all that matters. You will not learn your way to the top of the profession. Nor will you think your way to the top. You will behave your way to the top or you will get out of the business.
- No prospecting method works if you don't. You can never gain a permanent advantage over the law of large numbers any more than you can over the law of gravity. It matters only that you prospect and that you do not stop.
- We know that success is inevitable if we just keep prospecting.
- All production issues are behavior issues.
- Like a permanent change in the quality of nutrition and/or a long-term commitment to a physical exercise program, a multi-year prospecting program can't fail to yield significant returns. The sweat equity of prospecting – Systematically Invested over two, three, even five years must result in a practice which will put you on the road to the top 1% of all financial planners in terms of income.
- Prospecting programs don't fail. People fail.
- It does not matter what you say, much less what you write. It matters only that you prospect a little more each month as you grow stronger and stronger and above all that you do not stop.
- It matters not how slowly you go. It matters only that you do not stop.
- Amateurs ask themselves what they're making the prospect think. Professionals ask themselves how they're making the prospect think.
- Once again, Aristotle, we are what we repeatedly do. Excellence, therefore, is not an act, but a habit.
- Make a game out of phone calls. In other words, I used to play a game where by I would make 15 phone calls and get a snack. Or, I would not get a snack until I made at least one appointment. You make a game out of calling so that it becomes a little bit more fun.
- The same general principle applies to Mother's Day, Father's Day, Halloween, Thanksgiving, and even for those who observe it, Christmas. Make sure you send out cards all the time so you're always marketing to the people you want to get.
- Now, whip out your journal and ready your gratitude list. Next, write someone a thank you note. Actually, a handwritten thank you note is a big plus over an email or anything else.
- There is no higher, finer, more important sales skill than asking great questions and listening intently to the answers not just to what is said, but to what it means, and especially to what is not said.