

# MDRT



# MINUTE

## “Turning Prospects Into Clients”

When **Van Mueller** meets with a prospect or client he often does not try to sell them anything. Instead, he discusses three paradigm shifts. He shared the dramatic changes and the benefits of using them with his MDRT colleagues attending the 2002 MDRT Annual Meeting

### **Paradigm Shift One: In the future, governments will not be able to care for their elderly.**

In the United States there are currently 38 million people on social security and Medicare. There are 81 million Baby Boomers (born between 1946 and 1964). There are 41 million Generation Xers (born between 1965 and 1976). If you do the math, there are 122 million people paying to take care of 38 million people and we are struggling to maintain programs like Medicare. There are 74 million Generation Y or Echo Boomers (born between 1977 and 1995). What will happen when the 81 million Baby Boomers retire and instead of 120 million paying for 38 million, we have some 115 million people paying to take care of approximately 100 million people? This is happening in every industrialized nation on the planet. Italy, for example, is a few years away from having nearly half of its population over the age of 55. A decade ago one-third of the Japanese workforce retired. Their economy is still recovering.

### **Paradigm Shift Two: People will live longer than ever before.**

According to the World Future Society, 85 percent of all the people older than 65 who have ever lived are still alive today. The fastest growing age group in the United States today is people older than 85. When Gerald Celente, director of the Trends Research Institute, spoke at a Court of the Table event, he said, "There will be a lot of people long on life and short on cash in the 21st century."

### **Paradigm Shift Three: We are shifting from an Industrial Age to an Information Age.**

By the year 2020 we will see the virtual elimination of the blue-collar factory worker. Less than two percent of the global workforce will still be in what we call traditional mass assembly line work. In the 21st century people won't just need new job skills, they will need to think in a new way, in an entrepreneurial way. They will have to think about making work and creating work. The adjustment will take time and money.

Sharing these paradigm shifts with prospects and clients has been successful on many levels. First, it makes me seem unique compared to other insurance and financial advisors. Second, it creates a great opportunity for referrals. Finally, and most importantly, it gets my prospects and clients emotionally involved in their problems and concerns and leads them to desire a solution as soon as possible.

**Van Mueller, LUTCF**, is a 14-year MDRT member with 12 COT and 11 TOT qualifications. Highly productive, he has parlayed his knack for establishing strong client relationships with his ability to provide creative solutions into more than 1,000 sales a year. His entire presentation, "I Can Change Your Life Forever," is available from MDRT's Power Center ([www.mdrtpowercenter.org](http://www.mdrtpowercenter.org)).