



FLIGHT of the eagle

3rd Lifetime Eagle

Jeff Cerovich

**Northern Stars Financial
Services**

July 8–13, 2013

\$11,268 GAP

After returning from an exciting four days in Las Vegas, I was anxious to get back in the field to generate some income while protecting families. I knew I had a short week as I would be training two new agents, and would be limited to how much personal production I could write.

I had approached a flooring company prior to the Las Vegas trip and asked to present to the 14 installers, most of whom had current supplemental coverage with another company. After speaking with the manager (who happened to already be a Family Heritage customer), I scheduled a Monday morning meeting for 7 a.m.

The lead installer, Jaime, was very intrigued with how we could match his current coverage while also offering a return of premium. As we discussed the steps of enrollment and the

process of cancelling his existing coverage, I let him know I would be following up with him periodically. Not only did he take out coverage to protect himself, but he increased his coverage to include his family. His monthly investment was nearly three times what he was previously paying, but he saw the value in the increase given the return of premium for non-use of the policy.

He turned to his colleagues, many of whom spoke little English, and began to rapidly and in a very animated fashion, explain what he had just purchased.

As I presented to each installer, Jaime helped translate my presentation, and we quickly moved through the enrollment process for eight of his colleagues. I am grateful that Jaime was available to overcome the language barrier and help me protect not just his co-workers, but their families also.

I was also able to protect a couple at a competing flooring company that week, and an interior designer that works with both companies. It's funny how these one-degree-of-separation occurrences come together. I so enjoy working in a small community that fosters positive

competition, without having egos get in the way. Truly successful people realize that they cannot satisfy everyone, and competition pushes us all to better our best.

Pre-planning/Pre-approach was a big reason for this week's success. I never get over-anxious or pushy if folks ask to schedule a set time over the next few weeks to meet with me. I am working business to business exclusively, and I have learned to expect that people will give me scheduled time if I give an initial overview quickly and concisely. By respecting a business owner's time on the initial approach, it typically results in huge dividends when I return for the full presentation.



*Home Jeff!
Love building a wonderful
business. Proud of you
from the front
seats!
M*