



FLIGHT

Go! You can do it!
Providence
1st Lifetime Eagle

Jeff Cerovich

Northern Stars Financial Services

March 18–23, 2013

\$11,940 GAP

After a very active prior week, but with little GAP to show (I wrote only \$396 GAP the week prior to my first Eagle), I knew that I was “owed” by the system. Rob McGrew encouraged me to stress the system, not myself, and the system would “pay” what I was owed.

After 20+ years in professional sales, I still felt tentative that my efforts from the prior week’s activities would yield the resulting sales for the current week. I stepped out on faith, and by Monday evening, I had written \$2,400 GAP.

Tuesday resulted in many demos; but, unfortunately, no families protected.

Wednesday was a large group presentation (18 brokers, with 8 expressing interest to meet at a future, scheduled time), followed by demos throughout the

rest of the day, but again, no families protected.

Thursday, I secured a scheduled time to meet with an older couple (after five attempts to meet), who enrolled in the cancer protection, and I also met with a client needing accident protection for the entire family. \$2,844 was the resulting GAP for the day.

I knew I had a pre-appointed meeting with a mechanic shop the next day. After meeting with the owner two weeks prior, I finally had approval to meet with all the employees. Four of the senior mechanics purchased family accident coverage and, by chance, the owner’s husband was present and also wanted coverage for himself and his wife.

The net result for Friday produced \$11,940 GAP for the week! I realized that all the groundwork I had laid from the three prior weeks finally came to fruition. By staying consistently active, working my 2 out of 3 system that I was taught, I knew the activity would eventually produce results.

The best part of the week was seeing the mechanic shop owner’s appreciation of her long

time employees. She graciously offered to subsidize part of their monthly premium. It was satisfying to know that not only would each employee be covered for any accidents, but also their entire families. As I totaled the 20 year return of premium for each, the excitement grew. Each dreamed of how they would bless their families, if they stayed healthy and accident-free for the next 20 years. It was very gratifying to know that I was not only protecting their families, but also helping them potentially realize a wonderful financial gift for their families.

I must confess my initial attraction to this business was strictly financial, but I am already experiencing the wonderful benefits one can only realize after blessing someone else. I would encourage everyone to find the deeper, personal fulfillment this business offers. I am looking forward to a bright future with Family Heritage.

