THE TOP LIFE INSURANCE SALESMAN OF ALL TIME

CONFERENCE QUESTION:
"How important is it to join the LIA?"

ANSWER:
"If you don't, it's like walking around with your eyes closed - you don't know what's going on"—BEN FELDMAN

DON'T MISS
John Barlow's scintillating review of Ben Feldman's latest book, "CREATIVE SELLING FOR THE SEVENTIES"—page 26
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COVER PICTURE

BEN FELDMAN

answers the question:
"Why join the LIA?"

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CONTRIBUTIONS

We welcome contributions from readers—articles, "shorts", fillers, quotations, book reviews, letters. For major contributions, it is preferable to write to the Editor with a synopsis, or an outline of the idea. ALL MSS. SHOULD BE TYPED IF POSSIBLE, WITH AT LEAST A ONE-INCH MARGIN LEFT AND RIGHT, ON ONE SIDE OF THE PAPER ONLY, AND DOUBLE SPACED.
HIGH POINTS
OF
HIGH SUMMER
by
Clive J. Holmes

The first joint CII/LIA International Life Insurance Sales Conference and Workshop has come and gone, leaving behind the memory of new standards of excellence achieved. On second thoughts, it is something of a misnomer to talk of “new” standards because the Conference and Workshop was itself new—new in the concept of being primarily for delegates from the four corners of the world; new in the concept of a mix of platform addresses followed up by workshops for in-depth study, question-and-answer and discussion; and new in the provision of a buffet lunch on the final day to give delegates from many companies and brokerages and from many parts of the UK and the world the opportunity of meeting and comparing notes in a relaxed and convivial atmosphere.

PROSPECT, too, has come up with something new—a page featuring “Comments from the Conference”—not only from LIA members from widely scattered parts of the country—the “grass roots”; but also from the celebrities—the speakers who enlivened and stimulated us, informed and instructed us and, most valuable of all, inspired and motivated us.

One of the things that especially pleases me about this page of “Comments from the Conference” is the high proportion of brokers, from small one-man brokerages to executives from large firms—a most encouraging trend. One feels that the broker perhaps does not see himself so much as a salesman and it is good to see evidence to the contrary.

commentary

There was yet another new and very gratifying aspect of the Conference and Workshop and that was the joint sponsorship by the CII and the LIA. It spoke eloquently of the standing the LIA itself has already attained; and what especially delighted me was the high proportion of “new” names representing “new” companies—well over 60 per cent—who were attracted, at least in part, by the CII’s participation.

Here is further evidence of the LIA’s increasing stature and standing: from March 1st, 1977, all life insurance men who have qualified by their sales production for the Million Dollar Round Table and who wish to apply for membership of the Table will also have to qualify by being members of the LIA. As this requirement has now passed into the rule book of the MDRT, there will be no exceptions. It is more than gratifying that the world-famous Round Table, which next year celebrates the fiftieth anniversary of its founding, has so recognised our young Association which has yet to mark its fifth anniversary.

take-off point

By personal standards, our Association seems a youthful organisation to be talking of its coming of age, but I can’t help thinking along those lines. Not only is the LIA’s rate of growth increasing, but the rate of increase is increasing, and with an in-flow of something like 30 to 40 new members a week, in addition to such accolades as the association with us of the CII and the MDRT already mentioned, it is clear that the LIA is approaching its take-off point very rapidly indeed.

With such a build-up of membership and the associated administration involved, we have strengthened the office organisation by the appointment of a new Administration Executive, Keith Williams, to take overall charge. In announcing this, I should like to express the appreciation of the Executive of the work of Anne Foster, herself only a recent appointment, in coping so well and gallantly.

Another mark of our growing maturity and standing is that our Association will be consulted in future by the Government in discussions regarding the Industry. On the
clear understanding

It also brought home to me with renewed force what a massive job of public relations and education the LIA has ahead of it in order to bring about a real and clear understanding at all levels of the community of what we and our service stand for.

Let me here take advantage of the opportunity of re-emphasizing that our every activity is—or should be—a public relations exercise. The LIA, and PROSPECT, its mouthpiece, are wholly public relations initiatives—simply to win public approval of us and what we do. Remember this, don’t ever forget it: with every breath you draw, with your every action, you are influencing the public in favour of, or against, our profession, our business and our livelihood—and our opportunity of correctly serving the public who have great need of us and what we can do for them.

schools project

As recently as the January issue, I said the responsibility for education was ours, and a lot of work has been put in, preparing for the schools educational project. An Education Committee has been formed, consisting of Derek Brown, Ken Odgers and Peter Fisher, to take charge of the launch and to draw up the programme.

Still looking ahead, the programme of winter sessions is more comprehensive than ever. Please make a point of supporting your Region by attending all the meetings. And just consider how much faster our Association would grow—and in numbers is strength and it is strength that we need—if each member took a guest along to each meeting. Remember the rule: guests pay £1, in exchange for which they receive a voucher which may be used in part payment of their subscription.

The executive are determined to encourage membership by increasing the benefits. Here is yet another: Fellows are to receive a free copy of Planned Savings each month, saving the 18-guinea-a-year subscription—just another incentive to stay and grow in the Industry and the LIA, yet another good deal.

And there’s a good deal more in the pipeline.
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