Book Review

"CREATIVE SELLING FOR THE SEVENTIES"

by BEN FELDMAN

Reviewed for PROSPECT
by John Barlow, M.A. (Oxon.)

A great deal has been said about this most fantastic salesman of all time, whose achievements in the field of Life Assurance have made him a legend in his own lifetime. Now the Farnsworth Publishing Company have produced for us in the first person singular Ben Feldman’s own collection of success formulae. This is not an autobiography, nor an historical narrative like the well-known works of Bettger and Stone. It is, rather, a simple handbook and guide to success in selling big premium business in an age when the problems continue to outgrow the old solutions at an alarming rate.

The trouble with opening a treasure chest is that one tends to be blinded by the dazzle from the clusters of jewels then exposed without being able to appreciate or even recognise the individual stones.

In this work, the publishers have succeeded in presenting a wealth of material in a manner that is easy to grasp, simple to select and, indeed, typical of Ben Feldman’s own selling technique. The paragraphs are short and very well spaced. The chapters are very clearly, indeed dramatically, headed and kept refreshingly short. All this means that the book is extremely easy to read for inspiration and just as easy to refer to for instruction.

As one reads through the 61 chapters, it is difficult not to imagine oneself listening to the man himself. The sentences are short, staccato, almost clipped, their meaning clear and their impact irresistible. To quote individual aphorisms—or perhaps we should call them “Feldmanisms”—would detract from the whole since there is a gem on every page.

However, one message comes across loud and clear: “Sell the sizzle not the steak”—and “Keep it Simple Stupid” (to use another’s exhortations). Undeterred by the size of the problems he seeks to solve, Ben demonstrates the truth of this to perfection. The simplicity with which he highlights the problems and presents the solutions is designed to electrify and stimulate the prospect’s taste buds—and they do. Every line is a punch-line, repeated until it sticks.

But behind it all lies the picture of a man committed to a well-planned hard day’s work in which, behind every simple presentation, there is a lot of careful thought, a wealth of detailed knowledge and pains-taking care “getting ready to get ready”.

At £6.75, this collection of Ben Feldman’s secrets, which he is so happy to share, is a bargain indeed—a treasure chest full of beautiful gems, each easily discernible and ready for you to use for your own personal gain.

KEN CLARK

gives a compelling account of Bicentennial Year's Million Dollar Round Table Convention against the fascinating background, historic and modern, of

BOSTON in 1976

"Don't fire unless fired upon. But if they mean to have a war, let it begin at my door." —The words of Capt. John Parker, whose statue stands guard over the site in Boston of the first clash of arms of the American Revolution in 1775.

One hundred and forty United Kingdom provisional applicants and members of the Million Dollar Round Table did not enjoy the Boston 1976 Annual Meeting: they did not go and it was their loss.

The 80 who decided to make the trip (many attending their first annual meeting), will need no words from me to tell them of the excellence of the programme, nor of the excitement of being a participant in such a dynamic meeting.

None of the Englishmen seemed to be at all embarrassed at being on the occasion of the Bicentennial, although from the arrival we landed at Logan International Airport, Boston, we were certainly left in no doubt about what was happening in 1976.

Presumably we had a full taste of what England will be like in 1977 during the Queen's Jubilee and, incidentally, those who were still in the United States after the arrival of the Queen and Prince Philip will tell you of the pride they felt over the reception she received.

Boston, of course, is one of America's oldest cities and much of the early architecture is reminiscent of England. I visited a graveyard that would have come straight from an English village and saw headstones featuring the names of some of the first arrivals in the Mayflower. I found myself comparing their tortuous journey across the Atlantic with the luxury I enjoyed sitting 35,000 feet up in a Pan American Boeing 747.

I had my own preconceived ideas about Boston and at first was somewhat disappointed. There was the usual sprinkling of tall buildings, docks falling rapidly into disrepair and a rather nice open common right outside my hotel, but where were those lovely houses we had all seen on film and television programmes?

Fortunately, I found them or, to be more accurate, I was shown them when I visited a Corporation with whom I have business connections, and on my return journey into Washington I was taken through Cambridge, Lexington and Harvard. Historians among you will know of the famous battle that took place at Lexington and there I found the houses I was looking for, some of them unchanged for over 200 years. My guide had lived there for 26 years and was able to give me the history of the battle and to show me the important sites, and it was an opportunity I would not have missed.

Having arrived three days early, I was surprised to find myself travelling with what appeared to be half of the Hambro Life sales force on a boat trip I took around Boston Harbour, and very enjoyable it turned out to be, even though it was curtailed when the sea fog rolled in very rapidly.

Most of us found some superb restaurants, especially Anthony's on Pier 4, where the seafood was unbelievably good.

As a borough councillor, I was personally interested to visit City Hall, which proved to be a modern low-line building very attractively designed and in complete contrast to the original City Hall now occupied by a bank.

Headquarters was in the Sheraton Boston Hotel and I saw it come alive with the Million Dollar Round Table over-night Friday. By Saturday morning, the place was beginning to carry that air of excitement which is never far away from the annual meeting as members started to arrive from 35 different countries. There were the usual stories of travel problems, exaggerated by the closing of Boston Airport Saturday evening, once again because of fog, and some of the English contingent were delayed in London by a lightning strike of airport workers.

One English member travelled down from New York by the Crack American AmTrack Express only to find the 200 miles journey took seven hours, the three restaurant cars were only serving Coke and crisps, and the trains were only running because it was election year! He now thinks somewhat more kindly about British Rail, I understand.

About 4,150 people attended, representing 28 per cent of the total membership, a new record and far in excess of the original projected attendance of 3,000. In fact the last twelve hundred only registered between the 15th May and the date of the meeting, which put tremendous pressure on the hotel accommodation. Fortunately, Mike Ferguson the Administrative Director of the Million
BOSTON, world-renowned for

The Mother Church

The Mother Church of Christ, Scientist

Dollar Round Table, had developed an excellent relationship with the hotel staff and at times was even to be seen on their registration desk, although where he found the time to do this we shall never know. As a result, miracles were performed and everyone had a bed for the night.

The format of the meeting was a little different this year and the first change we noticed was the absence of a cocktail party on the Sunday evening. You can imagine the cost involved with over 4,000 people consuming alcohol at a very high rate of knots and it was, therefore, decided to dispense with this form of entertainment—in view of the heat and humidity, a wise decision.

50th anniversary

Those attending for the first time had their orientation meeting on the Sunday afternoon and the evening was free for spending time, and money, at the Educational and Trade Exhibition. In the coming twelve months, the Table celebrates its 50th Anniversary and is offering medallions, key rings and charm bracelets incorporating a most attractive bronze medal. In addition, it was possible to purchase all the other usual MDRT publications and the stand did a roaring trade through the whole week.

This trade reached a crescendo when people started to place orders for the instant unedited cassettes, which were available within 24 hours and involved technicians working throughout the night, and over 4,000 were sold during the week—even on the last morning, over $1,000 was taken in cash sales.

The week of making up and distributing these orders was one of immense proportions and I personally spent a good number of hours behind the registration desk involved in this process. What an exciting time that was too. Incidentally, over 1,000 members were involved in a variety of tasks in order to ensure the smooth running of the meeting, directing traffic, greeting special guests, hosting the main platform speakers, working on the registration desk and a multitude of other duties both large and small. Everyone attended a briefing meeting on the Saturday so that each would have a clear understanding of his particular task, another example of the tremendous organisation that goes into a gathering of this type. Surely there can be no other organisation in the world where 25 per cent of the people attending voluntarily give up some of their time to help others.

emotional affair

The main meetings were held in the John B. Hynes auditorium, a beautiful air-conditioned building, with accommodation for an audience of more than 5,000 and a massive stage which accommodated the 375-strong Mormon Tabernacle Choir on the last morning with room to spare. The opening ceremony on Monday was not as spectacular as some we have become used to and comprised an audio-visual presentation incorporating the entire meeting programme, culminating in the presentation of the flags of all participating nations. This to me was very emotional, partly because I was carrying the Union Jack. Incidentally, for the first time in five years the flag was the right way up on the pole because I changed it round at the rehearsal. I wonder how many people noticed.

Of course the entry of the Stars and Stripes and the traditional singing is always an emotional affair and makes us British wish we had the same feeling about our flag.

Then the meeting proper started and during the next three-and-a-half days there was undoubtedly something for everybody.

In his presidential address, Rulon Rasmussen stressed the opportunity Life Insurance Agents have to serve mankind, whilst at the same time serving self. Our job was to help our clients achieve their dreams.

He demonstrated how the unity of MDRT membership could illuminate the world when he asked all the audience to strike a match at the same moment, a very exciting theme.

His address was followed by a discussion by the members of the "Psychology of the Sale" Committee. The high spot of this probably being the presentation by John Savage, well known to the United Kingdom.

A further MDRT project has been the Agent/Staff Development Committee, the members of which have produced three modules about their work and who were introduced from the main platform. During the week, very many of these modules were purchased by members.

On the physical fitness front, we heard a talk by Dr. Lawrence E. Morehouse, claiming it was possible to achieve total fitness in 30 minutes a week. Dr. Morehouse is the founder and director of the Human Performance Laboratory at the University of California and in 1968 was selected by the National Academy of Science to deal with the metabolic problems of astronauts in the exploration of the moon's surface. In this capacity, he designed their exercise programme to keep fit in space, and during the days following his talks many members were to be seen stretching and yawning, both of which he advocated as part of a fitness programme.

exciting concert

In the evening, we enjoyed a tremendous concert by the Boston Pops Orchestra conducted by the legendary 82-year-old Arthur Fiedler, who has now been conducting the orchestra for two years longer than the previous seventeen conductors' terms of office added together. This really was an exciting concert with five encores and the members were very reluctant to let the orchestra go at 10.00 p.m.

Incidentally, the Boston Pops perform six nights of the week at their concert hall and every performance is totally sold out. The atmosphere is informal with parties of four sitting around tables enjoying drinks and buffet snacks while the orchestra is performing. The cheapest seats are $7.50 or getting on for £4.00.

On Tuesday, the meeting split up into concurrent and in-depth sessions covering such subjects as "The Farmer as a Million Dollar Prospect", "Living with Prosperity—How is Your Bottom Line?" and "Employee Counselling". Further sessions covered total financial planning, business insurance, multiple uses of split dollar, a discussion on
This was followed by two tremendous presentations, one by Judge Michael Telesca, under the title of “Do You Really Know What You Are Selling?” and the second by Michale Mescon, Ph.D., “Private Enterprise—a Pro-Actionary Approach”.

**probate judge**

The Judge introduced his talk by saying that, for the first time, members present would hear a judge admit he had been wrong, because until four years ago he had failed to realise the benefit of life assurance. Since that time he had been acting as a probate judge and he had seen what the absence of life assurance in a man’s estate could do. He urged everybody to drum out the message of life assurance far and wide because on those estates—and they were very few—where he had found substantial life assurance, the position of the family was so different.

After a session by Tom Wolfe introducing his Advanced Capital Needs Analysis, the afternoon was spent in concurrent and in-depth sessions and I attended a Rap session by Tom Wolfe on his C.N.A. system. The moderator was Ron Barbaro and, as you can imagine, the whole thing went with a tremendous swing.

Tom Wolfe has really developed this method of selling to a very fine scientific art and the volume of his production proves its undoubted success.

During the evening, the “Date With The Greats” session was held with some of the best-known life assurance agents throughout the United States conducting informal unscripted talks and discussions on their particular subjects. Once again I went to hear Charlie Flowers on motivation, and a completely packed room heard one of his typically exciting and highly amusing talks. This is a very dedicated and sincere life assurance man who still enjoys his work and has an ability to communicate that is almost unique. Those of you who have not heard him yet should make a “date with this great” in 1977.

Thursday morning came and we had the high-light of the week when Ben Feldman introduced his film and talked about his career and sales techniques. Many of you will have seen the film in full during the recent London Conference and personally I felt Ben was even better in London than he was in Boston. Clearly he works better in a small intimate atmosphere and in London we did show the entire film as opposed to the excerpts that we saw in Boston.

One of the main themes of Rulon Rassmussen’s year has been “Family Time” and MDRT, in association with a number of insurance companies, have produced a Family Time book. This is obviously going to be an ongoing theme of MDRT and is even to be featured on American television.

**reflection time**

The meeting closed with a concert by the 375-strong Mormon Tabernacle Choir which incorporated an audio-visual presentation relating to the Bicentennial. This was beautifully done and brought a marvellous week to a fitting conclusion.

I always find the messages of the MDRT annual meeting comes through more strongly during what I call a “reflection time” in the period immediately following the meeting. In my case, I spent some time at his home with Tom Sullivan in Greensboro, North Carolina, before a whistle-stop tour of Washington on the day of the Queen’s visit, returning to London on Friday the 9th of July.

I came to the conclusion that the meeting was well balanced, certainly with plenty for everybody, starting perhaps somewhat more quietly than in previous years but building up throughout the week to reach the peak
QUESTION: What do coals and public relations have in common?

ANSWER: You don’t need to carry either to Newcastle!

NORTH-EAST REGION LAUNCH
— GEORDIES SHOW THE WAY

Denis Baker (left), Executive Committee Member with responsibility for the Regions, congratulates Kenneth Lowes, Regional Officer for the North-East.

Mid-June saw the North-East Region of the LIA off to a resoundingly good start at its inaugural meeting in Newcastle chaired by Regional Officer Kenneth Lowes with Denis Baker as guest speaker.

The meeting, held on 9th June, was preceded by a press conference, called beforehand by Ken Lowes, with a representative of the Newcastle Journal which carried an excellent, accurate and comprehending report on the LIA and the new Region.

Quoting Lowes and Baker, the four-column report covering a page area of 7½" x 6½" in a top left-hand position and titled, “Insurance is for the Professionals”, put forward just about every point the LIA would wish to make: LIA’s high standards for, and rigorous inquiries about, applicants; “black list” of “black sheep”; the need for professionalism and wide knowledge of policies, tax, estate planning and investment to give a proper service to the public; the building up of the educational side with the LIA/CII joint examination syllabus as foundation; the aim of getting rid of unqualified or uninvolved part-timers, the allowing of whom to conduct business has done so much to mar the image of our industry; the ultimate aim of some form of licensing operated by the LIA backed by some form of “policing” by the Association; and the repeated emphasis of the LIA on education, integrity and ethics as the LIA’s guidelines.

“It was heartening,” reports Denis Baker, “that we just gave the paper the facts which they were very pleased to hear, appreciating the fact that, for the first time in the history of the Life Assurance Industry in this country, there is now an Association that will enhance the image of people in the Industry and make them real professionals, which can only be for the benefit of the buying public in the market place; that we feel that there is room in our Industry only for people of ethical standards and integrity.”

augurs well

After speaking to the meeting, Denis Baker answered many questions put by the large gathering. “The enthusiasm of the members present,” he says, “augurs well for the future of the LIA in the North-East. In time it will become a Region in which a large proportion of the people in the industry will participate. Ken Lowes has put a tremendous amount of work and effort into getting people together and in starting this Region and laying a sound foundation to build on—his is one more dedicated name to be added to the distinguished list of people who are working for and on behalf of the LIA.”

The new North-East Committee consists of: Ted Wright (Vice-Chairman) and David Crouth (Membership Officer), both of Hambro Life; David Gibson (Secretary) and Allan Mountfield (Programme Convener), both of Sun Life of Canada; and David Bruce (Press and Public Relations Officer) of Bruce McGeough Financial Planning Service.
Insurance Training Services Limited, retained and supported by the LIA, commences operations in the Autumn with two residential courses designed for life assurance sales personnel keen to extend their markets. Personalised, in-depth tuition will be given by “Chris” Christian, Clive Holmes and Denis Reynolds.

The courses will be held at the Europa Lodge Hotel, Gatwick on 17th-19th September and at the Giffard Hotel, Worcester on 22nd-24th October. Course membership will be limited to thirty.

Applications should be addressed to:

INSURANCE TRAINING SERVICES LTD.
MIDLAND BANK CHAMBERS
44 FULHAM ROAD
LONDON SW3 6HQ
or the LIA
Guests will be made most welcome, indeed we urge our own members to bring a guest each. However, please telephone Maidstone 56027 beforehand so that we will know how many to cater for.

Committee: Ken Caplan (Chairman) and Peter Sayers, both of the Independent Order of Foresters; Dominic Mathews, broker; Roy Savery and Eddie Miller, both of Imperial Life; David Percy (newly-appointed Secretary) of Abbey Life; and co-opted member, Norman Ayres, of Manufacturers Life.

LONDON REGION

A meeting was held on 10th June at the Holiday Inn, George Street, Marble Arch at which 80 people were present, including three ladies. The Chairman and each Committee member introduced himself with a brief autobiography.

The Committee members present were David Pritchard (Chairman) and Brian Hamilton (Treasurer), both of Hill Samuel; Bentley Leek (Speakers Officer) of Canada Life; David Greenberg (Social Secretary) of Crown Life and Stanley Altman (Secretary) of Hambro Life. Apologies for absence were received from Derek Thomas (Recruitment Officer) of Sun Life of Canada—too bad he couldn't come.

Bentley Leek gave a short run-down on the insurance salesman's progress from bicycle clips to the professional salesman of today and looked forward to recognition and acceptance by both the Industry and the Government of the LIA as the body for life insurance salesman whether direct salesmen, brokers or company inspectors.

recruitment campaign

David Pritchard pointed out that all this could be achieved from a position of strength and called for a recruitment campaign that would increase the LIA's membership by thousands and the London Region's in particular by hundreds. He appealed for at least two more Committee members to fill the vacancies for an Education Officer and a Liaison Officer (in writing to him at 31 Davies Street, LONDON W1). There was lots of scope for others to help in many ways, for example on sub-committees.

many speakers

The many speakers in the discussion that followed included Henry De Costa, broker; Ralph Burns, Crown Life; Ian Kay, Imperial Life; Douglas Southgate, broker; John Randle, Save and Prosper; Peter Cole, National Mutual and Barry Fletcher, Cannon Life.

Getting down to the nitty-gritty in Newcastle.
factor to be used when economies are falling.

For example, in the United Kingdom two years ago, we were using a factor of 2.27 dollars to the pound, for the current year it is 2.02 and, the way things are going in 1977, it could be 1.77 or 1.78. This clearly imposes an additional strain on members outside the United States and a proposal was made, which will be considered by the MDRT Executive and the By-Laws Committee in August, and I hope to have some news on this item before the next issue of PROSPECT.

We had 105 provisional applicants this year and 90 full members, our highest year to date. I really think we should double this figure in the current year and I urge each of you to be a public relations and advertising man for the Million Dollar Round Table. Motivate all those around you during the five months remaining of 1976 because there is still plenty of time to write the volume of business required.

First Time

Existing provisional applicants and members will receive documentation from the Million Dollar Round Table later in the year to enable them to apply for membership of the 1977 Round Table. Those who intend to qualify for the first time this year should write immediately to the Million Dollar Round Table at 2340 River Road, Des Plaines, Illinois 60018 to obtain details. Let me remind non-members that you can purchase MDRT cassette tapes and other material that will help you to reach your goals.

Boston in 1976

(continued from page 29)

on the Thursday morning. I personally brought back at least six excellent ideas which I shall be introducing into my own business over the next 12 months as well as a great feeling of motivation.

Of course, one of the additional benefits is the "off-conference" discussion which one shares with life assurance men from all over the world and I could not help but consider this with the sickening atmosphere that seemed to be surrounding another international meeting taking place in Montreal. Unquestionably, the Million Dollar Round Table play a tremendous role in international friendship and understanding and they are aware of this. During the Membership Relations Committee meeting held from 3.30 p.m. to 10.30 p.m. on the Thursday, we had Zone Chairmen from all parts of the world discussing common problems, and it really was amazing to find the similarities that exist. For example, in South Africa the Life Offices Association are doing exactly the same as they are in the United Kingdom with the introduction of a new commission system, and clearly what happens in one country today is likely to happen in all the other countries tomorrow.

I think the MRC are going to play an even larger part in the future in the MDRT activities and it is their largest committee. We are going to report quarterly in order to pool knowledge and information that will be dispensed throughout the world. This should prove an extremely interesting and useful project.

Well, there it was, the 1976 meeting from beginning to end. As I said in the beginning, those members who rejected the opportunity of attendance are the poorer. They may have kept their £400 in their pocket but my word! they are not going to do as much business over the next twelve months as they would have done had they attended. I can only urge all of you who have an opportunity of being

life-time commitment

in Atlanta in 1977 to make your commitment right now. I cannot do more than tell you: I have now been to five annual meetings and I have a life-time commitment to attend every one in the future. Not only is it good for the individual, it will have tremendous long-term benefits on the insuring public in this country. You will come back a different person and your clients and prospects will notice this. I spoke to a number of United Kingdom delegates attending their first meeting and it really was wonderful to share with them again the excitement that I felt in Montreal five years ago. Perhaps it is difficult to communicate this feeling to anyone who has not been, but you know the basis of our insurance business is the utmost good faith, and if my written word has failed to convince you then please take what I say under that same doctrine. Just be there in 1977; you will have only one regret—that you did not attend previous meetings.
COMMENTS FROM THE CONFERENCE

From the Delegates

"Excellent...stimulated me...I shall sell more business as a result." Michael Wright, Scottish Equitable.

"If they were signing up now for the next one, I'd put my name down." New Associate Ivan Sherman, Haymarket Branch, Abbey Life.

"What has impressed me has been the simplicity of it all. It brought it all down to earth." Anonymous Delegate.

"It was the personal contact in the workshops that made it so valuable for me." Anonymous Delegate.

"Tremendous." Anonymous Delegate.

"Very cheap at £25 for three days. I listened to Clive Holmes for five minutes and that alone was worth the £25...the implied consent close to a corporate sale...will help me in my business. And that was before the Conference even started. The rest was all bonus. Tony Ward, Hambro Life, Piccadilly (Member of the $5 Million Dollar Forum).

"I couldn't get over bunging into Ron Barbaro wandering about and worrying because at that moment he wasn't involved." Anonymous Delegate.

"I would like to see American speakers more prepared to adapt to the British market, laws and terminology. But if you get only one good idea it's worth a million...and blessings on Blessman...and I shall double my production thanks to him, without a doubt." David Conway, Great Warley, Brentwood, Essex, of D. M. Conway Financial Services Ltd., Broker.

"For someone who has been in the business 20 years, a lot was fairly elementary and appropriate to the roughly 80 per cent who have been in the business under three years. But the three days were well worth while. I was especially impressed with Brian Backhouse's talk and, as a result, I shall make some changes in the reporting back system used for our producers use of time, leads, prospecting and so on." P. M. Conacher, Bain Dawes and Partners Ltd., Leeds, Brokers.

"I was very impressed with Lyle Blessman. It says much for the calibre of the man that he found time between the unavoidable socialising to learn enough about the British tax structure to be able to switch to the correct terminology the following day. If you get only one idea from such a Conference, what's the value of it? It's incalculable." P. Botfield, Tridale Brokers Ltd., Cardiff (own brokerage).

From the Speakers

Brian Backhouse

I am very happy to be a contributor to this instructive and motivational Conference. It opens up new horizons to people and gives them a much bigger conception of the service and industry of which they are a part.

What comes over is the cross-section of success—in all different shapes and sizes, characters and backgrounds, and the common denominator of any and all of them is the determination to do a good job. What so impresses me within the whole industry is the willingness to share ideas—I don't know whether it is unique, but I haven't heard of another industry where people are so prepared to help others to do better.

Bernard ("Bunny") Freeman

This particular Conference, from the feed-back I've had so far, has been highly successful. The mix of American, Canadian and British speakers is a very good formula. The newer men in the business have appreciated hearing more about the basics of life insurance, and also that they have been shown ways of moving up to a higher grade of business in a very simple manner. From the speaker's point of view, it is gratifying when people come up to you and want to pursue points made during your talk and workshop sessions. The whole point being that exchange of ideas is essential from the point of view of professionalism in the industry.

Ken Clark

I have just spent a week in Boston at the Million Dollar Round Table Convention and a week with life insurance men in North Carolina all of which, all of whom, gave me ideas, and I have picked up at least another six during the three days of this Conference—ideas that I shall put to work to increase my business and my income. It all goes to prove to me yet again that no matter how many meetings you go to, you can always pick up more new ideas and be reminded of those all-important basics.

Ron Barbaro

This Conference had the closeness and compactness essential to a good meeting. These are the ingredients for success because they make possible the dialogue between the various parties. This was different from the November Sales Congresses because it was more in depth, there was more time. Here I was able to speak for 31 hours between platform sessions and workshops as against, say, one hour in a one-day seminar, and I feel I have accomplished more. And I always go away with more than I came with—I've got a notebook full of notes and ideas that I'm going to put to work when I get back to Toronto.

Lyle Blessman

It's been a great experience coming over, meeting the British people in London and in Sussex, in their homes and their pubs, in their fields and in their clubs. The warmth of your welcome and your hospitality is something I'm going to take back home with me and talk about wherever I go, coast-to-coast, because it is friendship and communication that are going to strengthen us and all we believe in and all we are working for and, yes, fighting for.

That warmth and communication also was there to feel between stage and auditorium in the Mayfair Theatre and I felt I had the audience with me all the way. It was not only an honour and a privilege to be asked to come over to speak; it was also a rewarding and memorable experience. I very much look forward to my next visit in November to participate in the 6th Annual Life Insurance Sales Congress (and on Lyle's showing at this Conference, that is something not to be missed.—Editor).
you mean . . . you . . . **missed** Lyle Blessman?

Well, you're in luck!

**it's CHEERIO . . .**

"**THEN LET'S GET IT TOGETHER IN NOVEMBER**"

... only till NOVEMBER

* Lyle Blessman is back at the 6th Life Insurance Sales Congress, Odeon Cinema, Leicester Square, London, 25th and 26th November
To know what to do
is WISDOM
To know how to do it
is SKILL
But doing it as it should be done
is SERVICE
—Anonymous

NOW THAT THE MOMENT HAS COME WHEN A PIECE OF PAPER TURNS INTO FUNCTIONAL LIFE ASSURANCE,

asks J. COLIN NEWTON, FLIA,

DO YOU KNOW WHAT TO DO?

What makes you think you have earned your money once you have delivered the policy? Do you think you have done a good job just because you may be sending your client a birthday card for the fourth or fifth time, phoned him a couple of times, perhaps arranged a loan for him or even sold him two or three more policies?

I am asking you to stop and think and consider what is the most important time in a policy's life:

When your client
Wants a loan?
Wants to cash it in?
Wants to assign it?
—or when it matures?

These events are pretty well known to us and are practically day-to-day routine. What I am trying to emphasize in this article is the situation that calls for an underwriter's highest ethical conduct and time-consuming dedication and service. All too often the buck is passed to Chief Office.

All too often, tuition is concentrated on selling, not enough knowledge is imparted to enable the underwriter to cope, speedily and efficiently, with the endless permutations that can arise when a death claim occurs.

In the following scene, please imagine yourself as a successful underwriter interviewing a client in your office:

Your success and knowledge are reflected by the furniture and by the certificates on the wall, prominent among them your Fellowship of the Life Insurance Association.

You are very carefully presenting to the client the plan which, after two previous interviews, you have specially arranged for this meeting. Suddenly the telephone rings.

Telephonist: "I am awfully sorry to disturb you, Mr. Brown, but there is a lady on the phone asking for you. She seems very upset and says the matter is most urgent. Her name is Mrs. Conrad. Could you please speak to her?"

You: (Placing your hand over the mouthpiece) "Mr. Johnson, would you please excuse me a minute while I take this call." "Hello."

Mrs. Conrad: "Mr. Brown, this is Mrs. Conrad speaking (the voice sounds rather agitated and
You may not remember me, but we met very briefly when you called several years ago to see my husband, Jimmy.”

You: (Thinking hard, “Jimmy Conrad, Jimmy Conrad... Oh yes, of course.”) “Yes, Mrs. Conrad, what can I do for you?”

Mrs. Conrad: “Oh, Mr. Brown, I do not know whom to turn to for advice. Everything happens at once... Jimmy was killed yesterday in a car accident... You know, Jimmy had no family, and when you came to see us, three years ago, we had just arrived back in this country. As you know, I met Jimmy when he came to work in South Africa for his Company. After five years he was posted back to this country, and all my family are still out there. Jimmy said if anything happened I should telephone you about his policy.

Please, Mr. Brown, what am I to do?”

Well, if you were that underwriter, what would you do? Do you know what to do? Think about it.

You could, of course, let your branch secretary take over.

You could, of course, pass it up to Chief Office... but should you?

Have you really earned your money, or is now the time when you start working to earn it?

Did your Jimmy Conrad buy from you because you said him the idea that it was protection for his family?

Or was he just a good guy for taking your advice?

speedy settlement

Now that the moment has come when a piece of paper actually turns into functional Life Assurance, are you going to pass it on to someone else to sort out, to a total stranger, who has never met Jimmy or his wife?

However competent he might be, things are going to be mere routine, just like a loan application or a surrender—without any real urgency.

Could it be that you do not know how to begin?

I am suggesting that, if humanly possible, no underwriter, especially a member of the LIA, should let someone else handle death claims of personal clients. We all must realize the effects of a speedy settlement.

So now let’s go back to our script and follow through the events...  

Mrs. Conrad calms down somewhat after being told that you will call immediately that afternoon to see her in order to help her personally in every way. After finishing your telephone conversation, you explain to your client the whole circumstances that led up to your original meeting with Jimmy. How you arranged an endowment mortgage for his family for £15,000 with profits over 25 years including Waiver of Premium, Disability and Accidental Death Benefits, plus £300 a month Family Income Benefit. At that time, three years ago, Jimmy was 32, a successful salesman and earning £6,500 a year. This information was recorded in Jimmy Conrad’s file, also the fact that his two sons were aged 7 and 4. The client is impressed and, in view of the circumstances, speedily concludes the meeting, having completed an application.

The next scene takes place in Mrs. Conrad’s home. One or two neighbours and friends have gathered to help, under the circumstances. Most of them are young, and the closest personal friend is thirtyish and a schoolteacher. Since she is most willing to help, she accompanies you into the lounge with Mrs. Conrad.

The following facts emerge. Jimmy was involved in an accident on the motorway going to see a client, and was taken to hospital near Birmingham and, unfortunately, died from his injuries.

Before the death certificate can be obtained, a coroner’s report is needed, and the inquest has already been set for three days’ time. Mrs. Conrad’s friend says she is prepared to journey with the widow to Birmingham as it is school holidays. You explain to them that once the coroner’s report is obtained, the death certificate can be registered but, in the meantime, provisional funeral arrangements can be made. Mrs. Conrad’s friend, Joan, undertakes to be responsible for these matters and for obtaining several copies of the death certificate. There will be no complications, you inform Mrs. Conrad, since her husband made a will making her sole beneficiary and both policies were written under the Married Women’s Property Act in her favour.

The mortgage will be paid off and she will then have the surplus profits (which, for less than three years, will not amount to very much) but since death was caused by accident there will be a cash sum, in addition, of £15,000 which, if invested in a building society, will produce £1,050 per annum or approximately £80 per month. This, added to the £500 per month Family Income Benefit for the 22 years remaining, will be adequate for the family for the foreseeable future—at least until such time as the two boys are earning their own living.

TWO MONTHS LATER...

Since the introduction of Capital Transfer Tax, obtaining probate is proving to be a very lengthy affair (in April/May 1976, the Probate Office was some five to six months in arrears). However, the following has already been accomplished:

1. Because the Policy was written under the Married Women’s Property Act, Mrs. Conrad has already received her first monthly cheque and, under your guidance, has opened two building society accounts with the £15,000 Accidental Death Benefit proceeds.

2. Her husband’s bank account has been transferred to her name.

3. Mrs. Conrad has applied for a £20,000 Whole Life With-Profits policy with Accidental Death Benefit, the policy written under the MWPA in favour of her two sons, but retaining power of appointment.

4. She has created a will of her own, appointing two close friends as trustees, with the children as beneficiaries in equal shares.

5. She has received back the mortgage deeds from the building society and has deposited them for safe custody at the bank.

6. Thanks to your introduction to one of your clients, Mrs. Conrad has taken up a part-time job as a dental receptionist, working from 10 till 3, four days a week, in order to give her some independence and to help to take her mind off the recent tragedy.

(continued on page 42)
PERSONALITIES IN INSURANCE

— Vera Wates

Eventually, the way LIA thinking is moving at present, recruitment into the profession of selling life insurance will follow more orthodox channels, with people coming in from school and university. But up to now, the industry probably merits a place in the Guinness Book of Records for the number of diverse ways in which people come to join our ranks. And yet there is something of a common thread: some form of accidental happening, some sort of change of circumstances or direction in life. And perhaps yet another record follows: in what other field of endeavour have so many people entered by chance, found their feet, a new career, a new way of life, satisfaction, friends, success and, in many cases, affluence?

Vera Wates would no doubt emphatically deny that she has—yet—at least—found affluence though, being both a very honest and a very candid kind of person, would admit to being “comfortable”. But she certainly otherwise fits that general pattern common to so many in our business.

Having worked for BOAC for eight years, nearly five of them as a glider and light plane pilot instructor, Vera had to have an operation followed by physiotherapy on an arm that wouldn’t work and happened to meet a broker who was having treatment from the same physio. He also happened to be looking for trainees, so Vera joined his firm.

sought advice

Not really knowing what it was all about, it is hardly surprising that she hated it and did no business. But through a family connection, she slightly knew, one Robert Sheridan, Manager of Central London Branch of Abbey Life. Disliking failing at things, Vera sought his advice and he said—guess!—“Come and join us.” But here was something she had to “think about”.

Having a daughter, at that time 10, whom she had to get to school at nine; living at Hurley, near Maidenhead; being, perhaps, a little scared of the glamorous, high-flying image of a large West End branch; and discovering that, perhaps a little nearer to home, there was a smaller, and to her “safe and comfortable” provincial branch of the same company at Oxford whose training times better fitted her needs, that’s where Vera decided to go.

That was five years ago come November, and the proof of how our Personality has established herself in the business is that she qualified as a Senior Life Underwriter in her first year and has done so consistently ever since.

For one who has done so well, Vera Wates is a modest, almost self-depreciating person. “I’m not really ambitious,” she says; “I’m no high flyer, no Rolls or jet-set life for me. That’s why I’m so happy at Oxford, where I can fit into a nice sort of normality and don’t risk feeling inferior alongside a bunch of towering producers, Million Dollar Round Table members and so on.”

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Starting off with property-linked investment plans, Vera later moved into the single premium property bond market where she wrote very substantial business during the boom years, 1972 and 1973. With a ready-made market in her extensive flying connections, it wasn’t long before she was able to get onto a referred lead basis from which she now seldom deviates. “I try for four,” she says, “but sometimes don’t get any.” “Do you have an average?” “Well, you figure it. My record is 400, only a month or so ago, and I’m still copying them from my client’s address book—all self-employed, which is my main market now.”

Vera’s reason was, perhaps, surprising. “Because I think they are a neglected market, and a difficult one, and I do a lot of pensions for the self-employed and for company directors because I fervently believe in pensions—though of course I believe in life assurance protection as well.”

The great interest now is horses because her daughter, Sally-Ann, now 15, is going in for riding professionally. Another interest is yoga, philosophy and meditation, a realm which Vera finds fascinating and intellectually rewarding. It helps her in our business by enabling her to retain balance and perspective—“I don’t get ‘up-tight’ any more and ‘hang-ups’ are a thing of the past; and in this business, you need to be able to ‘switch off’.”

growing roses

Like a great many other people, Vera has grown vegetables for the first time this year—because she had bought a deep-freeze and wanted to fill it as economically as possible. While not really a gardener, she does enjoy growing roses. Her favourite way of spending an evening is dinner with a few select friends. Living by the river, there is no shortage of visitors and occasional entertaining proves quite enjoyable.

With a background not only of flying but of working in other departments of BOAC—intelligence, costing, accounts; of driving ambulances for a living; of several years of running a garage with her former husband; with a transparent honesty of mind; and with a smile and a sense of humour and fun that break out frequently like the sun on a typical British summer’s day, a picture
6th Annual Life Insurance Sales Congress

25th & 26th November, 1976
Odeon Leicester Square, London

Thursday and Friday. Main Platform Speakers

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- Mun Charm Wong, CLU
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For further details contact your branch manager now or write to Irene Robertson, 6th Annual Life Insurance Sales Congress 7, Stratford Place, London W1A 4YU. Tel: 629 6618
You write...

From Mr. Alan L. Peterson, Hon. Sec. to the Auckland Branch of the LIA of New Zealand and Editor of “The Life Underwriter”.

I was fortunate to be loaned the January ’76 issue of PROSPECT and I am encouraged, as the Editor of our Branch Newsletter, to offer my congratulations on a job obviously being well done.

You will be interested, if you do not already know it, that Leslie Archer-Davis will be in New Zealand together with the famous Ben Feldman in August and, of course, we are hoping that we will be as successful in degree as your organisation was at the Odeon Cinema in London.

I enclose a copy of “THE LIFE UNDERWRITER” for your interest, and I ask you to note that we have approximately 250 members, and that we “cut our cloth” accordingly; but our effort seems to be appreciated and plans to up-date are at present in the course of completion.

Yours sincerely,
Alan L. Peterson
Auckland, New Zealand

From Mr. John H. Simonds.

LICENSEING—TACKLE THE GOVERNMENT AND THE COMPANIES

As a member (also) of The Institution of Professional Salesmen, it has come to my notice that that organisation is making representations to the Office of Fair Trading on the subject of the licensing of life insurance “intermediaries”.

It seems to me that the views of the LIA could usefully be added to these representations, with particular reference to the questionable practice of the life insurance companies of granting agencies to individuals whose normal occupations lead them to induce the public to buy policies for purposes collateral to but not contingent upon the correct function of life insurance, e.g. accountants—tax relief; banks—securing overdrafts; milk roundsmen—enhancement of their incomes, etc.

At the LIA meeting held in Birmingham on 27th May, Mr. Stanley Clinton-Davis expressed the view that the day would come when anyone seeking to sell life insurance, be he accountant, solicitor, or whatever, would need to have satisfied a body of examiners as to his fitness to hold a licence, in addition to whatever other professional qualifications he might possess.

The united support of this Association in pressing for the speedy implementation of this enlightened attitude will be more likely to impress itself on the Agency Departments of life offices than anything individual agents could do by themselves.

John H. Simonds
London SW15

From Mr. Alan J. Forbes, Self-Employed Broker affiliated to Investors Planning Associates Ltd.

I am writing a short note to say how impressed I have been with the publication, PROSPECT, and especially the April edition which was full of very interesting information and facts.

I would also like to compliment Ken Clark on the excellent technical articles that he has contributed, which are of an extremely constructive and practical nature.

I think the standard the LIA is setting is excellent and I am writing to David Pritchard at the London Regional Office to determine whether or not I can possibly help in the LIA activities.

Alan J. Forbes
Conduit Street,
London W1

Praise is always welcome—thank you; constructive criticism is too. And what a splendid idea to see about pitching in to help. Any emulators?

—Editor.

SOUTH WALES REGION

A Steering Committee was formed in April to stand for only six months because every member but one is with one Company—Hambro Life. They are: Colin J. Dugdale, Chairman; Dennis Hale, Publicity Officer; Alun Jenkins, Recruiting Officer; John Griffin, Treasurer; and Owen Wilcox, Secretary, who is a broker.

The first public meeting, held in Cardiff on 19th May, was attended by 42 people representing nine life offices and five new applications for membership were received. As arrangements for the principal speaker miscarried, Bryn Cross, Cardiff Branch Manager for Imperial Life, stepped in.

In October, all existing officers will stand down and an election will be held which we hope will result in a representation on the Committee of a cross-section of life offices and brokers.

NORTH-WEST REGION

Denis Baker was the guest speaker at the Regional Meeting held in Manchester on 21st June when he gave a talk with the title, “A Positive Mind Ensures Success in the Life Assurance Industry”. Questions and answers from the attendance of 70 followed and a number of new members were enrolled.

“From the ‘feedback’ coming in,” reports Denis Baker, “meetings being held around the country are being well received. They arouse great interest and members are very obviously looking forward to future meetings with enthusiasm, not only as an opportunity to hear speakers prominent in the business but as forums and meeting places that provide an opportunity to people from many companies and brokerages to exchange ideas and experiences.”
Three New Books from America

Highly recommended Obtainable only from the LIA

THE EASY SALE
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Order form below

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Be a good salesman for the LIA too.

Sell the BENEFITS of LIA membership to friends and colleagues in the business.

The LIA is your own dynamic professional association. Its ideal is service to the public.

The LIA stands for improved training, greater professionalism, enhanced status, better business, protection of your interests.

The LIA lays on super conferences and meetings with top speakers.

The LIA keeps you informed through PROSPECT. It's FREE to members.

ENROL NEW MEMBERS—for their good and yours. BE A GOOD SALESMAN FOR THE LIA.

YOU’LL BE TOO LATE if you put it in your diary.

Book NOW for the LIA/MDRT lunch on Friday 26th November, using the enclosed BOOKING FORM.

For Fellows of the LIA and MDRT members ONLY.

Don't be disappointed. Tickets are limited.

DO IT NOW!
LIVERPOOL, LAKE DISTRICT, PART NORTH-WEST, NORTH WALES AND SALOP

All meetings at 6 p.m., all at Holiday Inn, Paradise Street, Liverpool.

Sept 21: KEN CLARK (Self-Employed Broker, Vice-President and Secretary of LIA)—Opportunities Unlimited

Oct 19: TED EDEN (Ilford Branch, Abbey Life)—Multiple Sales

Nov 16: SAM WEBB—Title to be Announced

Dec: No meeting

Jan 18: DOUG ROBERTS (Abbey Life, Manchester)—Even More Enthusiasm

Feb: No meeting

Mar 15: ROBIN SALTER (Branch Development Manager, Langham Branch, Abbey Life)—Prospecting in the Pensions Market for Profit

Apr: No meeting

May 17: PETER ROSEN GARD (Central London Branch, Abbey Life)—My "Just for Today"

EAST ANGLIA

All meetings at 5.30 p.m.

Sept 15: FRED RICHARDSON (Chairman, Abbey Life)—The Present and Future Role of Life Assurance Salesmen (Town Hall, Cornhill, Ipswich)

Oct 13: DAVID PRITCHARD (District Controller, London [Mayfair], Hill Samuel Unit Life Services and LIA Regional Officer, London)—Attractive Package Selling (Angel Hotel, Bury St. Edmunds)

Nov 10: COLIN ALLISTER (Abbey Life, Liverpool and LIA Regional Officer, Lake District, Part North-West, North Wales and Salop)—Selling with Sincerity (Great White Horse Hotel, Ipswich)

Nov 30: BETTY PACKARD (President, Packard Consulting, Speedway, Indiana, USA, and speaker at 6th Life Insurance Sales Congress)—Dare to Dream (Town Hall, Cornhill, Ipswich)

Dec 8: KEN CLARK—Planning for 1977 (Post House Hotel, Norwich)

Jan 12: TED EDEN—What Is It All About? (University Arms Hotel, Cambridge)

Feb 9: DENIS BAKER (Imperial Life and Member Executive Committee, LIA)—Attitudes (Angel Hotel, Bury St. Edmunds)

Mar 9: DAVID MARKHAM (Manager, Brighton Branch, Manufacturers Life and LIA Regional Officer, Sussex)—Title to be Announced (Great White Horse Hotel, Ipswich)

April and May: No meetings

SOUTH WALES

All meetings at 5.30 p.m., all at Cardiff Centre Hotel except April 27

Sept 22: SPEAKER and subject to be announced

Oct 27: TONY BARNWELL, ACIS, ABS (Manager for Wales, Abbey National Building Society)—At Our Point of Sale DAVID KEARON, BA, MDRT (Imperial Life)—If You Don’t Know Where You Are Going

Dec 1: KEITH SANKEY, FCII (Assistant General Manager, Hodge Life Assurance Ltd.)—Underwriting The Risk DAN DANE (Joint Marketing Director, Hambro Life)—Way Ahead

Jan 26: Presentation of Sales Training Films. Introduced by Rank Audio Visuals Ltd.

Mar 23: KEN WILLS (Marketing Manager, Equitable Life)—Marketing Impetus in a Traditional Life Office STUART SMITH, MDRT (Manager, Edgbaston Branch, Birmingham, Abbey Life)—Let’s Get The Religion

Apr 27: AGM Wine and Cheese, Panel Discussion, Chairman: FRANK HUDSON (Hambro Life, Cardiff and LIA Regional Officer, S. Wales)—Why LIA? (Christchurch Hall, Lake Road North, Cardiff)

Apr 27: AGM, Wine and Cheese, Panel Discussion, Chairman: KEN CLARK, MDRT—Banking With The Bank of Wales

YORKS—LINC S

All meetings at 5.30 p.m., all at the Mansion Hotel, Roundhay Park, Leeds 8.

Sept 13: DOUG ROBERTS—The Psychology of Selling

Oct 11: PETER BASNETT (Branch Manager, Abbey Life, Sheffield)—Title to be announced

Nov 8: KENNETH LOWES (Branch Manager, Abbey Life, North-East)—The Professional Approach

Dec 13: Annual Dinner (details to be announced)

Jan 10: COLIN ALLISTER—I Sell Pensions

Feb 14: DAVE KEARON—Power Phrases That Work

Mar 14: GALAXY OF STARS—MDRT QUALIFIERS

April and May: No meetings

OXON—BERKS—BUCKS

All meetings at 6.45 p.m. for 7.00 p.m., all in the Council Chamber, Town Hall, Oxford.

Sept: No meeting

Oct 26: SID MYERS (Regional Manager, London, Hambro Life)—Overcoming Objections

Nov 23: CLIFF LINDSELL (Manager, South London Branch, Property Growth)—Self Motivation

Dec: No meeting

Jan 26: KEN CLARK—Time Planning

Feb 22: DENIS BAKER—Getting Into The Big League and Staying There

Mar 22: G. BLUNT (Manager, Leicester Branch, General Accident)—The Total Insurance Package

Apr 26: SPEAKER and subject to be announced

SUSSEX

Programme to be announced.

SCOTLAND

Nov 8: LAWRENCE D. GRAINGER, CA (Chartered Accountant and Co-Director in Brokerage, Baillie Grainger Ltd)—Title to be announced (at the Albany Hotel, Glasgow, at 6 p.m.)

Jan and Feb: Meetings to be announced

A number of copies of PROSPECT have gone astray in the past. Please make sure we have your full, up-to-date address. Thank you.