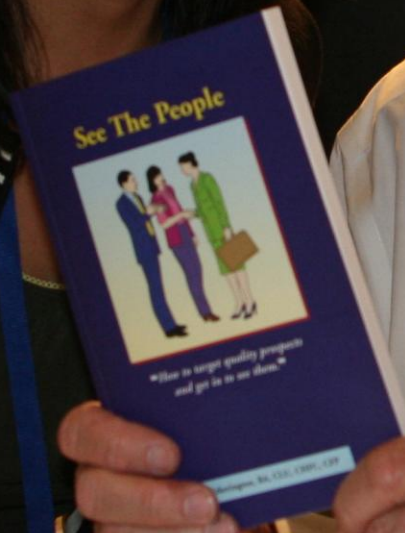


The People

*

see them

Does you



Bruce Etherington

- 出生：1942年
 - 現職：伊瑟頓與佛凱公司負責人
 - 收入：年佣金約US\$240萬~360萬
(約NT\$7000萬至1億元)
 - 地位：保險史上最偉大12位業務員之1
 - 紀錄：連續42年MDRT、33年TOT
 - 目標：募集20億美元公益捐款
-

分享內容

- See the People :
Chapter 5
Prune your Garden 修整你的花園
- Speech (2010商周王者論壇)

開始

Bumped into John...



Why 修整你的花園

The purpose of weeding a garden is to simply allow room for the flowers to grow.

→ get the time to get to know your clients.

→ 空出時間，

『**聚焦**』在你的**A級**/有潛能客戶身上

The bottom 10

□ the “C” clients

→發信給多年未見面的C級客戶

- 1) 是否需review
 - 2) 若不希望再見面,請簽名回寄,
我們將關閉客戶檔案
-

The top 20

- ❑ list your top 20 clients in 1 minute..
 - ❑ If you can't, you got a big trouble!
-

Ask for a date

- ❑ Not for sale

“John, I’d like to buy you breakfast or lunch”.

- ❑ Just get to know more about him/her

“how is your family, business, hobbies, health, friends...”

Ask for referrals

- ❑ I rely solely upon my clients for reference to first class quality people like you !

 - ❑ Three characteristics
 - 1) responsible people
對家庭及事業有責任感
 - 2) have the ability to make a decision
可做決定者
 - 3) outstanding economic growth potential
有錢,且未來還會更有錢者
-

7 Questions

- ❑ 3年後,你希望你的事業、人生會有什麼改變?
 - ❑ 此刻,你生命中最重要的事情是什麼?
 - ❑ 如果今晚我們就會死亡,你希望別人怎麼記得你?
 - ❑ 你接下來想要學什麼?
 - ❑ 你有任何投資計畫嗎?任何投資想法?
 - ❑ 你有沒有慈善計劃?
 - ❑ 在工作之外,你最熱愛什麼?在生活中,你最恐懼什麼?
-

持之以恆

A no is not a never, a never is not forever...never quit.

See the people ,love them and do all this again and again and again and again...
