

**SURVIVAL TRAINING**

**May 7, 2002**

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It's time that agents learn how to survive in a market with no product or limited product. If your business plan included additional staffing and higher cost LSA licenced staff you must immediately decide how you are going to survive and pay your bills. Some agents have said this will balance out with anticipated rate increases. If that is true and we all believe it, how do you plan for it and what do you do in the meantime? Some company executives have said we should complete family check-ups and sell more financial products. A prudent businessperson would apply the time invested against the sale proceeds. Do that equation and see if it replaces your lost revenue from all these restrictive sales programs. Agents are confused by the constant change in direction. Forget growth, concentrate on quality. Forget quality, concentrate on growth. Forget growth, limit sales or be punished. Yes punished.

The following is a quote from an Agency Vice President:

**"No agent may exceed this number." "If an agent exceeds his/her allocated number of applications in a given month, that agent will NOT be authorized to take or submit ANY applications in the following month. If the excess production is deemed abusive by the AFE and VPA, the agent will NOT be eligible to write any business until again authorized to do so by the VPA. There is no carryover for unused numbers from month to month." "It is required that agents use a "first-in" method, writing eligible exposures as they become available each month."**

Let's face it, we are in difficult times with little to no consistent sales program to follow. Agents are concerned and confused. NASFA can provide the atmosphere for discussion and exchange of ideas. This networking opportunity is our Annual Convention rescheduled for May 29<sup>th</sup> to June 2<sup>nd</sup> in Memphis, Tennessee.

If you have not done so, make plans to come to Memphis. The Marriott Hotel has reduced our room rate to \$89.00 and provided a \$50.00 per full registrant convention fee credit. This is a great bargain at a time when we need each other. We will provide time for open forums and discussion groups to meet these new challenges. Non-members may attend the convention.

Please send Memphis Convention registration information to the address listed below.

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8015 Corporate Drive, Suite A ♦ Baltimore, Maryland 21236 ♦ Phone: 410-931-3332 ♦ Fax 410-931-2060

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