



HOW DO YOU DEFINE SALES PROSPECTING?

SALES STRATEGIES

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Here's My Definition...

The dictionary defines *prospecting* as the physical search for minerals, fossils, precious metals or mineral specimens. In business, as in all phases of existence in the universe, life is constantly in motion. Therefore, you are either growing or dying; there is nothing in between.

When most new producers think of prospecting, they think of cold calling, putting on seminars or searching for any number of lead generation programs to “keep their pipeline full”. Before I met Nelson Nash, founder of the Infinite Banking Concept (IBC), I, too, was constantly looking for new prospects to whom I could “sell”.

“As powerful as whole life is, the real power is what it can do while people are still alive.”

Nelson changed all that for me. He taught me that until I had a paradigm shift... and could see finances, the economy and money with new eyes—the eyes of a banker—my clients and I would entirely miss the power of the living benefits of whole life insurance. Without seeing what the banker sees, we see only what we have been *told* life insurance is—death protection. What a tragedy. Until I really *saw it*, and could communicate that new way of seeing, my clients *could not* see what was right in front of their faces, any more than I could.

When I first heard of Nelson Nash's Infinite Banking Concept and his book, *Becoming Your Own Banker*, like so many others, I saw it as a gimmick, a way of selling expensive life insurance to people who didn't need it. As a young adult, I had learned that the admirable thing to do was to pay cash for everything. The media and all the financial pundits that sprang up after World War II touted paying cash for everything. They advised that the real way

to create wealth was to find investments with great rates of return that would sustain you. If I did this, life would take care of itself.

Really Understanding Dividend Paying Whole Life

What was strange was that I was a product of life insurance. In fact, my father and his three brothers had all been “insurance men” who started their careers in the midst of the last Great Depression. They all sold lots of whole life insurance for the largest mutual company on the planet. My father died at the age of 51, when I was only 13 years old, so I never really got a chance to learn *why* he sold life insurance and why he thought it was an admirable profession. In fact, two of his brothers also died very young. So, unfortunately, without my father and my uncles to help me understand the power of the living benefits of life insurance, I got caught up in what I saw was the cost of a product that somehow I thought I would never need. I saw life insurance as an unnecessary expense and that if my investments did well, I would become “self-insured” and not need life insurance. Nonetheless, my father's foresight and wisdom in buying the product that he believed in made my life, my mother's life and the lives of my siblings much easier because *he* understood dividend paying whole life insurance.

What a blessing it was for me to eventually meet Nelson Nash and then Don Blanton, founder of Circle of Wealth® (COW), and have them both carefully and systematically take the blinders off my eyes so that I began to see what my father and his three brothers had seen decades earlier—that money and wealth are not about rates of return and finding great investments. They are about liquidity, use, control, protection and utilization of a person's human life value. The ultimate goal is about holding

on to wealth that is flowing through our Circle of Wealth every day. The problem isn't not having enough money; it is not knowing *how to spend it*.

A New View of Prospecting

Over the years, as I have ever so slowly peeled back the onion to reveal more of the benefits of permanent life insurance, I have come to a greater understanding of the power of this most incredible product. Armed with that knowledge, it is easier than ever to find people who want to talk with me. I no longer look at prospecting as “finding people to sell to”. Instead, I see prospecting as a game. I see it as finding people who desperately want and need what I have. I now see prospecting as sharing information with people about a powerful process *and* a product. For as powerful as whole life insurance is, the real power is what that product can do for individuals, families and businesses now, while these people are still alive, as well as in the event of their *untimely death*. Knowing what I now know, I find that it is virtually impossible for me to be in a conversation with anyone, about anything, without the topic of money, investments, business, the economy or politics coming up in the conversation. Any one of these topics leads back to IBC and the power of dividend paying whole life insurance.

So, rather than looking at prospecting as finding people to whom I can “sell,” I now find myself in situations where the opportunity eventually arises to explain the power of dividend paying whole life insurance and how it can solve life's financial challenges today, and in the passive income years. When I do that, “Life takes care of itself”.

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