

Interview with Beau Vincent: Mar. 12, 2021

1. What helped you succeed in 2020, which was a challenging year?

BV: This year was certainly challenging, but I can say my outcomes were the culmination of several years of work. By that, I mean consistent prospecting, following-up and mostly delivering on my promises. It's important to realize we are in long-term careers that you have to build. When I was new, clients asked how I would be any different. It hasn't always been easy, but over time, I've been able to prove that I make promises and I keep them.

2. What actions did you take during 2020 that specifically helped you to gain trust, appointments, and new business?

BV: This really is a story of how my practice has evolved, from pre COVID, to during COVID and beyond.

Years ago, prior to my having success at Western & Southern Life, I was the "packet guy," and I couldn't get past the gatekeeper at local businesses. I had negative persistency and \$76 bring home paychecks. I actually owed the company at times because of chargebacks. I talked with (my wife) Jennifer and she said I needed to set myself apart. I thought about it and started dropping by businesses with donuts and a business card to introduce myself and explain what I do instead. No packets! People remember acts of kindness and you know what? It really made a difference for me.

Then COVID hit. I thought, how do I get inside now? Pinpoint Prospecting came into play and it really was a game-changer for me in 2020. This is all about identifying how people I already know can become influencers on my behalf for a particular business. There is a process to follow – from making lists, to making the calls, to leveraging "what if" statements for objections. Now, when I call the business owner, I can refer to the influencer. The business owner is already warmed-up and they're expecting my call or even my visit.

3. Did you conduct business primarily via phone and webinar, or did you meet while socially distancing?

BV: 95% of my business was conducted in person. I do poorly at technology so I wasn't setting-up video calls. I do a lot of Medicare work with seniors... they largely aren't comfortable with WebEx either. Social distancing was key.

4. Did you have any challenges, and if yes, how did you overcome them?

BV: I encountered several roadblocks in 2020. When March hit, I was sitting there, thinking, "What am I going to do?" It really was a "holy cow" moment when the world is shutting down around you. I couldn't do small business drop-ins anymore. Now I needed to get an invitation. (The pandemic) forced me make that transition to Pinpoint Prospecting to help assure people we're all going to be safe.

I was also challenged in meeting with seniors, a group that in my opinion is the most concerned (regarding the pandemic.) It was a scared market. Fortunately or unfortunately, this is a big part of my business. I had to figure out how to take care of what I've built which is hundreds of Medicare clients to help them be comfortable seeing me. We had to tweak things quite a bit. No handshakes and no hugs – and I'm big on both. I owe a lot of people a lot of handshakes and hugs!

5. Did any of your challenges turn into a positive?

My challenge, which probably rings true for much of our field, was that I had to change. Most of the adversity I ran into turned into a positive outcome, as I adjusted my behaviors and implemented different ways of getting into small businesses and different ways of serving my seniors. These behavioral changes will help me for years to come.

I changed the language I use on the phone as I have to be able to put people at ease. And by getting out of my comfort zone and using Pinpointed Prospecting, I have a different avenue that I never would have had before COVID. Going forward, when I can't get into ABC Heating and Cooling, I'll have a different avenue that I can try. This has been career-changing.

6. Do you have any specific examples of how you succeeded with a specific customer (or team/project)?

BV: During the first part of 2020, I joined Rotary Club. Lots of small business owners are there, one of whom owns a local painting company: Larry. I was feeling awkward about bringing up business with him. Now I'm not "good in the moment" but I knew that Larry is an avid runner, like me. I asked him to run with me. As we did that, we're building a relationship and that's what this business is – building relationships. We're telling each other what we do and how we do it. We built a relationship of trust. Then he told me their group health was up. So I said I'd love the opportunity to try to help and I ended up saving them \$7K/month in premiums. I'd run with him for about 2 1/2 months by that point.

(This business is) a grind – this is long-term. "No" means "not right now." But I try to be self-aware and realize "no" also means I'm not providing the value they need right now. Had I not earned Larry's business a year ago, I'd be following-up about now to see how their renewal looked.

7. Have you had any career "lightbulb moments?"

BV: My lightbulb wasn't an email or a speaker at LSM. It was Joe Hanna at the LSM in Cancun. I will never forget, because it changed my career. We had a segment where MDRT qualifiers spoke to the Medallion Club qualifiers. Jennifer and I were just sitting there, and Joe said, "You know the difference between Medallion Club and President's Council, and MDRT? We don't have anything different to offer. We just do more of it." It occurred to me he has all of the same products I have. The difference was I was making 5 phone calls and he was making 100. So I started making 100.

8. Could you share any words of inspiration?

BV: There's a quote about this career that's spot on: "If you try and fail, congrats. Most people won't even try." I've come to find that rejection is scary. We hear "no" and take it personally. We don't want to follow-up. Truth is, had I not stepped outside my comfort zone in 2020, had I not tried... You know what they say about missing 100% of the shots you don't take. That's my motto.

Next, become your clients' go-to. Be "their person." Separate yourself from the competition. Yes, your clients are purchasing a financial product however they're also buying into you. It comes back around to delivering on your promises.