

Attribute	What do You want them to say about You?	Why?
<b>Situation</b>	<p>Do you remember what their situation was when you first met?</p> <p>What was everything that was wrong?</p>	<p>We want the producer to recall just how bad this account was screwed up.</p> <p>It's common that we forget this; as a result we're more reluctant to ask for introductions, feeling that we don't deserve it.</p>
<b>Opportunity</b>	<p>Referred, introduced, cold call, positive leverage?</p>	<p>If there is "positive political leverage", we want to take advantage of it.</p>
<b>Decision</b>	<p>Break it down for me step by step, from beginning to end, what you did to win this account?</p> <p>Did you do anything that a high school kid couldn't do? What was it?</p>	<p>We all generalize what we did and how we did it.</p> <p>When doing so it leaves out the real high quality work we performed; we don't take credit for it.</p>
<b>Action</b>	<p>After you got the account, what have you done to keep them out of trouble?</p> <p>Start with the beginning... what else... what else?</p>	<p>This represents the ongoing service the producer has provided.</p> <p>If it's in place, let's make sure they know what it is -; its value and that they take credit for it; this should grow their confidence.</p> <p>Likewise, if it doesn't exist, you'll discover it now and can coach them through what they should do to protect the account and position themselves for a strong story.</p>
<b>Result</b>	<p>Quantify the Results:</p> <p>Have you saved them time? How much? And what is that valued at?</p> <p>Have you saved them money? How much? For how many years?</p> <p>Is that because of your efforts or just the soft market?</p> <p>Total that please.</p> <p>Has MOD gone down? Has claims frequency gone down? Anything else that is quantifiable?</p>	<p>Oftentimes we make a huge financial impact on our clients, but since no one has challenged us on it, we don't know how much it is.</p> <p>Work your producer through the results.</p> <p>Be relentless.</p> <p>Add up all the financial impact.</p> <p>Makes for a much better story.</p>