

HAPPY NEW YEAR—2017!

What Are Your Insurance New Year's Resolutions?

A great resolution to consider would be re-reading our book “High-Payoff Selling—Being Visible and Viable in the New Insurance Market”. But you might say that reading 300+ pages is one of those resolutions that may not happen, and you’ll find excuses to avoid doing it. OK—we get it. Then how about these ideas. . . resolve to read one chapter per month (pick 12 of the 14 chapters that will help you the most), or consider picking just a few chapters of the book from the list below that could have a major impact on your results?

- I resolve to be more “visible and viable” in my target market (re-read chapter 8)
- I resolve to be more active in pursuing referrals (re-read chapter 11)
- I resolve to do a better job of managing my time and priorities (re-read chapter 5)
- I resolve to identify more ways to be “different” and further develop my value-added service options (re-read chapters 12 and 13)
- I resolve to develop better business relationships with my carriers (re-read chapter 9)

We are all guilty of making resolutions that quickly fall by the wayside as the year unfolds. Let’s pick at least one “insurance resolution” from the above ideas and **DO IT**. If so, you’ll find that 2017 will be a much more gratifying, rewarding, and profitable year.

Happy New Year from your friends at Polestar!

For some past resources (including how to build your goals and pipeline for 2017, [see our past archived articles here](#)).

For information on how to purchase the book, contact [Debra Parker](#).

“...If we look long enough for what we want in life we are almost sure to find it, no matter what that objective may be.”

—George Mathew Adams

The Ways of a Successful Insurance Professional: How Successful Sales and Service People View their Goals

Success in life, both professionally and personally, is determined by our ability to establish crystallized objectives, develop a plan to achieve those objectives, and discipline ourselves to execute the plan. Great sales and service people view their goals differently in at least 10 ways:

1. They are on a mission. They decide what they can have, believe that they should have it, and then go and get it. No excuses.
2. They have goals that far exceed others often understated expectations.
3. They are never content or comfortable with today’s progress.
4. They review their goals and measure their progress daily.
5. They visualize achieving their goals and are guided toward them by an internal compass.
6. They evaluate their performance and the quality of their activity regularly.
7. They celebrate victories.
8. They are disciplined daily—even on Friday afternoon.
9. They run marathons, not sprints.
10. They are emotionally attached to their objectives. They may give in, but they never give up.

The book, “High-Payoff Selling—Being Visible and Viable in the New Insurance Market” was first published in 2013 by authors Richard Coskren, Bob Teschke, Steve Thompson and Scott Primiano.