

EXCELLENCE

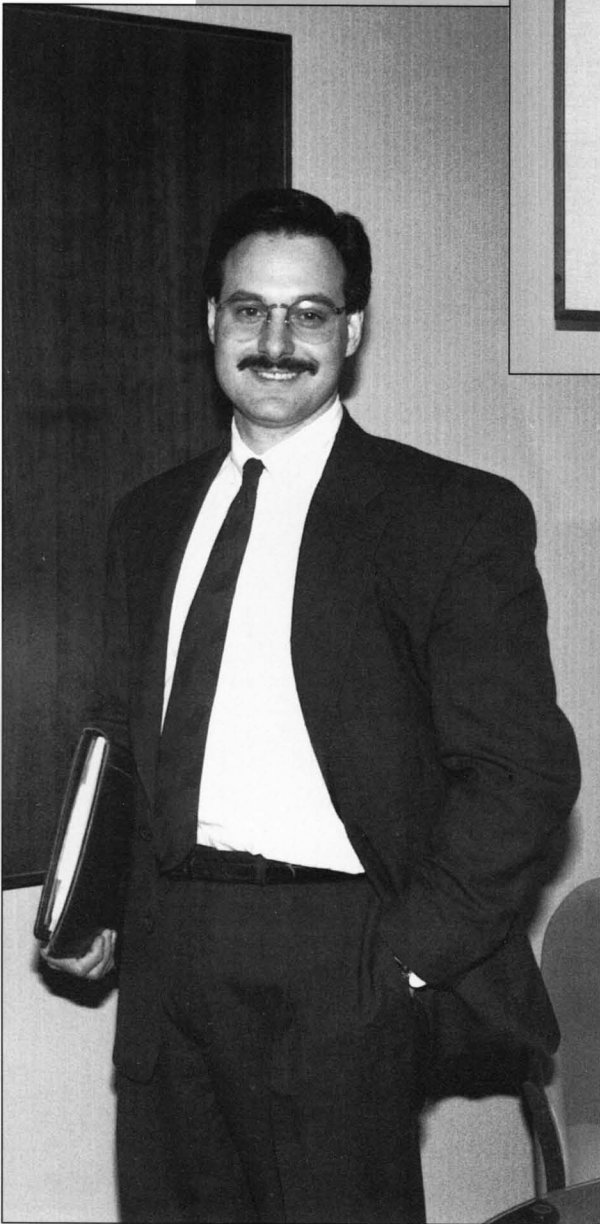
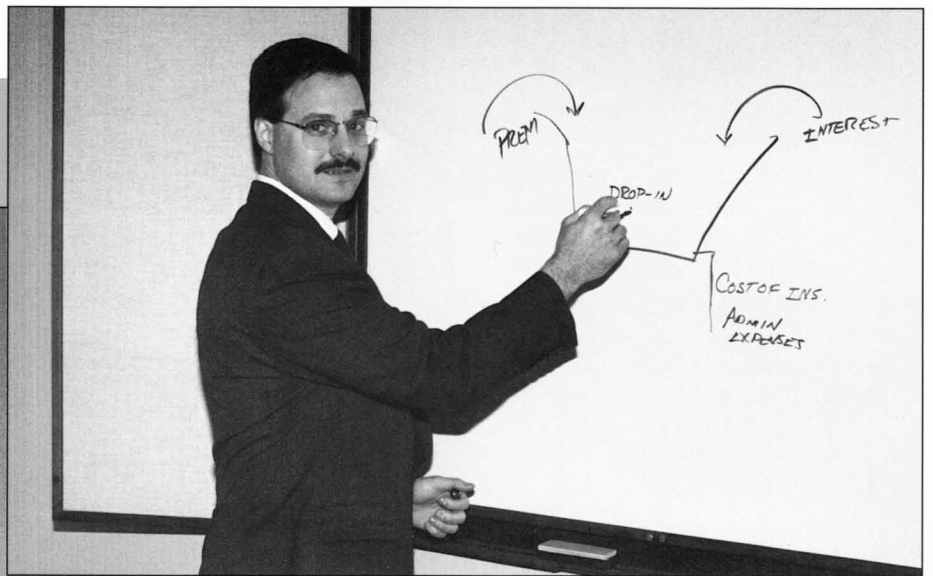
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The Prudential



Get a New
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Dave Navarro A Class Act

When it comes to writing quality business and providing customer satisfaction, Dave Navarro, Lake County (J), is in a class of his own. In fact, Dave's professionalism has put him right on course for continued success and growth in the business.

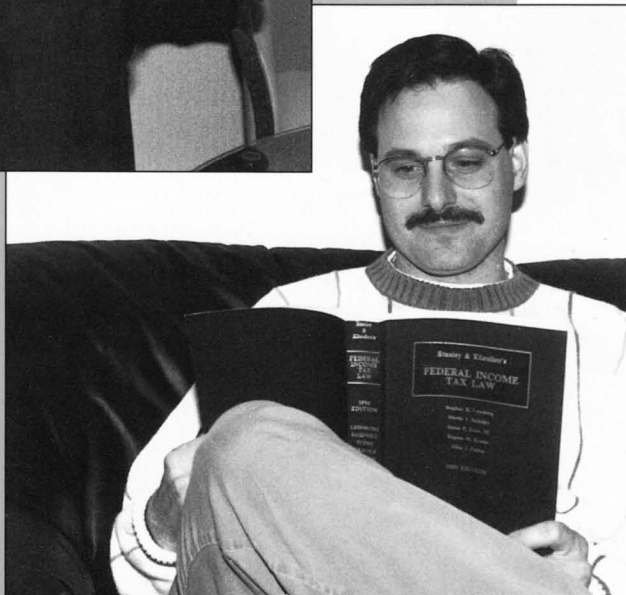
Driven by the spirit of a true entrepreneur, Dave is hitting the books to prepare to manage his own office. He is studying for the ChFC designation and is planning to start work on an MBA this fall.

"I think the ChFC will add to my credentials and help me when I have an office," Dave stated. "But mostly, I want it for the knowledge."

"Continuing his education is very important to Dave," District Manager Jim Fillinger agreed.

"He has helped me several times by talking to my new agents and working with them."

According to Jim, Dave was chosen by John Greene, CLU, ChFC,



vice-president, regional marketing (J), to speak to the new agents at last year's Regional Business Conference. "John picked Dave because he's a great role model," Jim explained. "I wish I had 50 agents like him. He's an all-around class act."

Within the past two-and-a-half years, Dave has earned one dual-conference invitation, as well as invitations to two RBCs. He won three National Quality Awards and two National Sales Achievement Awards. And last year, he won a Quality Service Award.

It's no surprise that Dave has accomplished so much in such little time. He strongly believes in a simple, yet crucially important philosophy. "Quality service isn't the one example of going out of your way for someone," he explained. "It's consistently providing good service."

Dave's business is based on a strong entrepreneurial approach. He feels that he has a Prudential franchise and that it's his responsibility to develop the franchise. "I see it as a business," he explained. "You invest in the business and get a return on the investment you make.

"I feel that I work for the strongest financial institution in the country. Because of that, and because of my expertise and service, there's no reason someone shouldn't get financial services from the Dave Navarro Prudential franchise. That's the approach I take."

Dave looks for people that need help and takes care of them the way he'd like to be taken care of. "I like to think that I'm the financial services representative that people want, and I tell people that," he explained. "I'm not going to call them all the time, but they're going to hear from me. I'm not going to go away.

"When clients call the office a year from now, or

two or three years from now, they'll be able to reach me, and I'll be there to answer their questions."

When he began his career, Dave looked for business in his natural market — couples between 25 and 40 years old that have combined annual incomes of approximately \$70,000. Since he's 30 years old himself, Dave feels he relates well to these people and understands their situations.

"The other market I work is the older market — people 55 years old and up," Dave stated. "That's where I pick up a lot of my annuity and living needs sales. I do a lot of retirement planning."

Although he limits his target markets, Dave's prospects and prospecting techniques are unlimited. He calls on friends, acquaintances, referrals, and people on his agency. And he uses a variety of prospecting methods, including telemarketing, referred leads and direct mail.

By investing in a telemarketer, Dave ensures that he always has plenty of interested prospects. "I give her a list of area businesses to call to find out if they'd be interested in a group health quote," he explained. "She filters out those who

are interested, and passes them along to me."

Because of this investment, Dave can spend more of his valuable time visiting with prospects instead of searching for them.

Another part of Dave's prospecting enterprise includes bulk-mailing. He purchases lists — including mortgage leads — from a data service, and then sends out 400 to 500 letters a week.

"Unless you target-market bulk-mailing, your response rate won't be high enough to justify the mailing cost," Dave stressed. "I recently purchased a list of CD owners over 50. I'm target-marketing VIP and Discovery as more competitive alternatives to CDs.



Dave listens carefully as client Chris Lovendahl describes a custom-automated machine project.



Dave and his wife, Kara.

"I'd say about half my business comes from mailers," he continued. "Generally, I get a 1 percent response. From those, I get appointments with half the people, and I close half of the appointments."

"I spend \$600 to \$700 a month on my mail program. From that, I make about \$2,000 a month. After taxes, I only come out slightly ahead, but I gain new clients. And, I look on it as a valuable investment in my business."

When prospects return bulk-mail letters, Dave immediately calls to find out how he can help. "I tell them that after I've gathered all the information, I'll work up three or four plans, and review the plans with them," he explained. Then, he asks when would be the best time for them and sets up an appointment.

Seminar selling is yet another tool Dave uses to gain new clients. Along with another agent, he conducts at least one seminar every quarter. They've addressed luncheons at senior citizens' groups

and they've attended business executive meetings as guest speakers.

"I usually set the seminars up at group meetings so I have a

captive audience. I pass out packets of information that include cards for them to fill out if they're interested," he explained. "Then I collect the cards and have a drawing for Cubs tickets or small gift certificates. It's amazing how many cards I get back."

For Dave, gaining a new long-term client is more important than a quick sale. And, to ensure that his clients will invest in him again, Dave works hard to invest in them.

"I believe that service is the key," he said. "I make sure I get my name in front of everyone at least four times a year."

Dave sends *MoneyScope* to his clients twice a year, as well as product investment updates. He also sends thank-you notes to every person he meets with, even if it's just a client review. "I try to be the representative that I would want to have," he said. "I give everyone a 'Hello' call at least twice a year just to see how they're doing and to see if they have any questions."

In addition, Dave regularly sees existing clients, conducting annual

reviews, and checking to see if there's any new business that should be taken care of.

According to Dave, it's very important to keep in touch with clients, so that they don't panic when they hear his voice. "They won't want to hear from me if I call only when I want to make an appointment," he admitted.

Once he gets the appointment, Dave uses a natural, tried-and-true approach. "I open up every appointment with chit-chat," he said. "We get comfortable, and

then I talk about Prudential and myself. That's the approach I learned, and it has always worked out for me."

Establishing rapport helps Dave gain the client's trust and makes fact-finding easy.

"I always fact-find," he continued. "I think it's the most important part of the interview. People will tell you right then and there what their problems are, and they'll give you the ammunition to close the sale."

Dave starts fact-finding by asking questions that are easy to answer, such as the prospect's date of birth or Social Security number. Then, he asks how much money they make and what their assets are. That way, he establishes a routine that the prospect feels comfortable with.

"At this stage in my career, I don't have to go from 'A' to 'Z' on a set track," he said. "I can walk in and in five minutes figure out how the interview should be paced and what I should do."

"If they have a lot of retirement money invested in CDs, then I know I should discuss retirement planning options."

The closing technique that Dave uses most is "assumed-consent." He always brings an application with the file so it's easy to get to.

"If I get through the presentation and everything makes sense to the clients, I'll pull out the application and start filling it out," he explained. "If they argue that their current insurance is enough, I know that I should review the needs analysis to convince them.

"When I get objections, I sympathize with them right away to set them at ease. Then I'll repeat the objection in a way that makes it easier for me to handle.

"If I sense that they're really interested but they want to think about it, I'll give them time to review the plan."

Dave realizes that people hate pushy salesmen, so he tries to make a sale without pushing his luck.

"I say, 'I can see that you're going to have some questions for me. Why don't I give you an opportunity to get those questions together and I'll come back to see you. How's the same night next week?'"

"Their pocketbook is what

comes first and my pocketbook comes second," he continued. "As long as I never violate that rule and always do right by my clients, I won't have any problems."

Sales Manager Cliff Hunn, LUTCF, believes that Dave's client-centered approach exemplifies professionalism.

"I think one of the reasons for his success is that he'll stop and wear his client's shoes and look at how he's being perceived through their eyes," Cliff explained.

That's exactly what Dave does for client Jay Shuler, entrepreneur and President of Shuler Design Technologies, Inc. Since 1989, Dave has written a group plan, a payroll budget IRA plan, and some individual business for Jay and the employees of his high-tech engineering firm.

"We go to Dave because he's straightforward and he has the information that we need," Jay said. "We work together as a team."

An important member of Dave's team, wife Kara, agrees. "What strikes me most is that the thrust of Dave's business is doing right for his clients instead of playing a numbers game," she stated. "He really caters to their needs."

Newlyweds Dave and Kara were married in November, 1991. Since then, they've kept busy remodeling their home, bicycling, reading, working out, and keeping Sam, their Siberian Huskie, out of trouble. "With all the responsibilities we have at home, I'm amazed at how devoted Dave remains to his clients," Kara said.

A class act, Dave knows the key to his long-term success is a satisfied clientele. "I tell my clients that because of my studies and expertise, I will help them in ways that other representatives cannot. I don't say that to pat myself on the back," he concluded. "I say that so they know I'm someone they can count on."

