



2432 E Madrid Ave - Springfield, MO 65804 -Telephone: 417-459-4170 or Toll Free: 866-285-4217

The Power of One ...

One is a very tiny number. However it can have tremendous impact on your revenues.

Here are some ideas to consider:

- Make one more call every day. One extra call a day equals 260 calls in a year. How many meetings could you set up with this number of calls and how many of those meetings could you turn into sales? Consider your current conversion ratio and think of the impact it might have on your business.
- Invest one day per month developing your skills. Many of the most successful people in business invest in themselves. They attend workshops, conferences, and participate in webinars and tele-seminars on a regular basis. Because the majority of people do not develop their skills, you can quickly out-pace your coworkers and competition.
- Ask one more question. Before you starting "pitching" your product or service, ask your prospect one more question. This question might give you the additional insight you need to more effectively position your product or service.
- Send one more thank you card or note. Very few sales people make the effort to thank their customers. You can stand out from the crowd by sending handwritten notes to thank customers for their most recent order, meeting with you, or sending an on-time payment. You can also send a note when you see their company mentioned favorably in the news.
- Ask one more time for an endorsement or testimonial. Endorsements and testimonials are greatly underutilized by most people in business today. We often ask a client for a testimonial but because they have other priorities, they forget. Call them or send an email and politely request the testimonial again.
- Give one more suggestion. Schedule a breakfast meeting or lunch with your customers but instead of trying to sell them something, focus on offering solutions that do not include your products or services and your customers will begin to see you more as a partner than a supplier.

Although it is a tiny number, one can make a very powerful impact both on your top line sales and bottom line profits. One extra sale every day, week or month-depending on your business, can make a significant impact on your sales by the end of the year.

The next time you think about giving up on a high-potential prospect, consider the fact that you might be just one phone call, email, or letter away from making the sale.

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We've got a policy for that!

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Recent Successes

Bio Diesel Mfg \$2mil/2mil	GL \$35,000.
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Insurance Agent \$1mil/2mil	E&O \$7,500.
Daycare \$1mil/2mil; \$995,000 TIV; \$1mil	GL/PL/Prop/Hired&N.O. Auto \$3,150.
Oil & Gas Consultant \$1mil/2mil	GL \$5,000.
Commercial Roofer \$1mil/1mil	Umbrella \$24,000.
Travel Agent \$1mil/1mil	Professional \$7,500.
Nursing Home \$1mil/3mil	GL/Professional Liability \$115,000.
EIFS Contractor \$1mil/2mil	GL \$15,000.
Security Consultant & Mgmt Services-E&O \$1mil/1mil	E&O \$5,000.
Contractor's Equipment Rental-Inland Marine \$190,000 TIV	E&O \$2,520.
Residential GC \$1mil/2mil	GL \$18,000

Contact **Cal Rogers, Susan Kutz, Tina Reed** or **Wendy Kroutil** to discuss your surplus lines needs.

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