

Summer 2011

THE OREGON AGENT

Official Publication of the Independent Insurance Agents and Brokers of Oregon



TAKING THE LEAD

IIABO 83rd Annual Convention

August 28-30, 2011

Sunriver Resort, Sunriver, Oregon

**Galvanizing Your Agency with
Word of Mouth Marketing**

**Professional and
Personal Differentiation:
How Does the World See Me?**

The Value-Added Sales Call

staying in touch with and keeping your name in front of customers and prospects, but also on taking that next step and building solid relationships.

6) Go back to the basics.

Now is the time to increase the personal touch. Make more face-to-face visits to customers, send handwritten notes, stop by occasionally simply to say “hello”, and drop off the proposal in person instead of mailing or e-mailing it. Your objective is to touch the customer more often on a more personal level at a time when your competitors are calling less and being less personal.

7) You are completely responsible for your success.

Five years from now you and your career will arrive somewhere; the question is: Where? If you decide that something outside of you, such as the economy, is responsible for your success or failure, you give away control of your destiny and your ultimate success. The way to change that is to remember that your success is up to you, you own it, and you control it. Provided you have solid goals and strong enough reasons why you need to get there, you will arrive where you decide to arrive, regardless of the economy, or anything else for that matter. Reminding yourself that you are 100% responsible for your success keeps your success under your control and within reach.

If you put the above tips to work, you will see an improvement in business, perhaps a significant one. Many people have found that as a result of the above tips they are doing more business now than they were when the economy was good. What are you capable of if you really set your mind to it and get to work? The sky is the limit, so stay positive, work hard, work smart, and dream big.

John Chapin is an award winning speaker, sales trainer, coach, and co-author of the gold-medal winning “Sales Encyclopedia”, a comprehensive how-to guide on selling. “Sales Encyclopedia” is written for sales professionals in all industries at any level of experience. Utilizing more than 21 years of sales experience and as a number one salesperson in three industries, John co-founded Complete Selling Incorporated, a company helping salespeople significantly increase their sales results.

If you would like access to John’s free white paper on what it takes to be successful in sales along with a monthly newsletter, you can visit John’s website at <http://www.completeselling.com> For permission to reprint, or to reach John, email him at johnchapin@completeselling.com.

HELP!

Oregon Rx Card Highlights

- Oregon Rx Card offers FREE discount drug cards to all residents of Oregon!
- Oregon Rx Card provides discounts on Brand/Generic medications!
- There are no enrollment forms or applications to fill out!
- Cards are pre-activated and can be used to save money on prescription drugs at over 50,000 retail pharmacies across the country!

What Can You Do To Help Your Clients?

1. You can have your clients go to www.OregonRxCard.com to print FREE cards for your patients.
2. We can mail you customized hard cards at NO COST to you (contact information below).
3. Simply direct your clients to any Safeway pharmacy. Instruct your clients to tell the pharmacist to process their prescription through Oregon Rx Card to get a discount.



OREGON Rx CARD
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