

The 8 Steps to Success with NAA

A core agent is an agent who follows every team player step with no compromise. This is the major criteria by which NAA will determine which agencies and agents they will pour their productive resources into. This is the criteria by which your upline core manager will evaluate you.

- 1. Personal Use.** Believe in what you're selling by buying what you're selling.
 - a) Mortgage Protection on yourself
 - b) Products for retirement/college planning
 - c) Permanent products for your children or grandchildren
 - d) Annuities
- 2. Work – Know the Program, Show the Product**
 - a) Make a LIST of friends, family, former clients
 - i. See Creating a List on www.KitMarketing.com
 - ii. Put names in KIT list
 - b) Make the phone calls and protect families
 - i. 75 to 200 phone calls per week
 - ii. Show the people that you CARE enough
 - iii. Evoke emotions and get them covered
 - iv. Show them how they can do what you're doing to make extra money part time – invite them to a meeting or put them on the phone with your manager
 - c) Write business consistently – turn in a minimum of 3 applications every week
 - d) Actively recruit to grow your business – turn in 2 to 3 new agent contracts every week
- 3. Plug in to Training**
 - a) Focus on the Training 101 page on the Training website
 - b) Download MP3s; burn them to CDs or put them on your MP3 device and LISTEN to them more than once. You will need to listen to each recording at least 7 times to comprehend 90% of the information.
 - c) Make your car a rolling university of success – turn off the radio and play NAA CDs or success audiobooks on CD
 - d) You will do what you spend your time thinking about!
- 4. Read Books**
 - a) Start with the book list on the NAA website - https://www.naaleads.com/recommended_books.php
 - b) Read 15 to 30 minutes every day
 - c) Work on developing YOU
- 5. Attend ALL meetings – This takes priority over writing business or recruiting!**
 - a) All NAA conference calls
 - i. Monday Brown/Leazer call – noon Eastern
 - ii. Thursday Sales Activity Call – 10 am Eastern
 - b) All Regional meetings and National conventions
 - c) Email Blasts
 - i. Log in to NAA website and Brown Agency site and sign up for email blasts
 - ii. Check your email regularly to stay up to date on announcements

6. Be Teachable

- a) Learn the System (get on the website and conference calls)
- b) Change quickly by actively pursuing the knowledge
 - i. Record training on cassette or digital recorder
 - ii. Take notes
 - iii. Sit in the front row
 - iv. Pursue the people who are where you want to be in life
 - v. Listen to producers & team leaders making more money than you
 - vi. Don't assume you already know how to do anything
- c) Consult with your upline core manager regularly
 - i. What do I need to do next?
 - ii. What do I need to change about me?

7. Be Accountable

- a) Pay all NAA bills on time
 - i. Have a backup plan for lead cost and overhead – don't get caught without operating funds!
 - ii. Notify your upline manager if you anticipate having trouble with finances
- b) Build up ALL agents and agencies within NAA
 - i. We are a TEAM – we don't steal each others' agent prospects or business
 - ii. A rising tide raises all ships
 - iii. Never gossip
- c) Be good for your word

8. Communicate with a Proper Positive Mental Attitude

- a) Stay in touch with your upline core manager
- b) Never dump negativity downline or crossline
- c) Never dump (verbally or via email) on:
 - i. NAA Staff
 - ii. Your upline manager's staff
 - iii. Insurance carrier support staff or underwriters
- d) Properly edify (speak good about and promote):
 - i. NAA as a company
 - ii. NAA corporate leadership
 - iii. Your upline core manager
 - iv. Your downline core agents
- e) Guard your attitude from all negative influences
 - i. What you see and what you hear
 - ii. Negative association with:
 - A. Negative family
 - B. Negative agents
 - C. Negative environment
 - D. Negative radio and TV – read a book or listen to a CD instead!