

A Collection of Thoughts....
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Up to Date Resume. Recently a manufacturer told us he phoned a prospective agency and asked for their resume to be sent prior to his interview, in person. Very impressive with pictures of their office (from which they had moved six months previous) and pictures of sales persons (two of which are no longer with the company). Additionally one of the inside persons had been terminated. This great first impression on paper quickly diminished when the facts were revealed. Yes, have an impressive agency resume or brief but it must always be current, no excuses.

"Majors and minors". We've all heard it...agents talking about their "major" lines and their "minor" lines. Each of our lines should be "major" and we urge others to refrain from using distinction between the two. If you were referred to as a "minor" agent-how would you feel?

List of all your lines. Another manufacturer told us that an agency he was looking into listed they had six lines and, it appeared, no conflicts at all. Upon further checking he found they actually had 13 lines and one was a potential conflict. List all of your lines and keep it current. Avoid the embarrassment and conflicts later on.

Geography. An agent recently told us "It's a real estate business -take all the territory you can get." We don't agree at all. Don't take on more than you can handle effectively. Territory rules of thumb: natural boundaries (i.e. mountain ranges, rivers, states) will in some cases dictate where the business really exists. Distributors' territories are probably the best example to follow-go where your customers go-but only if you can really handle it.

Desert Storm. A big welcome home to our troops and ...thanks. Our prayers for those who didn't come back.

Think about it.

George J. Hayward