



GORILLA TIMES®

A QUARTERLY PUBLICATION
BY BILL GOOD MARKETING®

■ GORILLA TIMES QUARTER 2, 2002 ■

TABLE OF CONTENTS

- [Gorilla of the Month: Dick Wilson](#)
- [Pile O' Files](#)
- [Evaluate Your Current Condition](#)
- [Up the Down Staircase](#)
- [The Five Elements of Success](#)
- [Message from Cyberspace Training Center](#)
- [Correct Follow-Up for All Opportunities](#)
- [Gorilla Success](#)
- [17th Annual Marketing Conference - Tap Into Untapped Markets; Ultimate Prospecting](#)

■ The Gorilla of the Month: Dick Wilson ■

by Bill Good

execasst@billgood.com

In every issue of the Gorilla Times®, a Gorilla who has shown outstanding performance through the System, or experienced some other great accomplishment, is chosen to be the "Gorilla of the Month." Bill will spend time interviewing the Gorilla of the Month to find out what has brought him/her success.

This issue features Gorilla Dick Wilson. Dick is the RR that Bill gives credit to for coming up with the "Connections Campaign." The technique used in this campaign started with Dick identifying people that he refers to as "Connections"; that is, people that if he walked up to them on the street would know him by his first name and vice versa. Dick found a way to contact these people with the intent of eventually bringing them on as Clients without prospecting them in any traditional manner.

Dick describes how he came up with this idea and where it has taken him since.

Bill: I came up with a concept for a campaign [in '83] that I later named, "A no-key campaign." And I have said for years that this is the best prospecting style campaign that I have ever done. And I believe that to this day, and I believe Dick Wilson is going to give you some reasons that you can believe it. Now, no key is lower than low-key. Low-key means low pressure. No key means no pressure. As in zero, zip, nada, zilch, nine, nyet, etc. So what do you do on a no-key campaign?

I am going to introduce you to Dick Wilson, who has created a different kind of connections campaign. Dick, why don't you roll the clock to 1996, when you came out of firm management and had no Clients and decided to give the System a whirl.

Dick: I thought I'd roll the clock just a bit further back, to when I got out of three years as a line officer in the Navy and came back to Richmond in November of 1966 and joined Merrill Lynch. I was trying to determine how I would market the firm and myself. And the two primary components [to marketing myself] were positioning what I do, that is, in the eyes of the receiver, and differentiation, that is, how I'm different from all of my competitors. Early on, I felt that the market that I would seek would have undergone a financial change of life. That is, maximum liquidity with how to make decisions. Retirement, inheritance, sale of business or major asset, and divorce--they're the most liquid periods in life. But more importantly you can't procrastinate. You know if you retire today, next week you won't get a check. You've got to make decisions in that regard. I'll always talk about the stock market--[how] the bell always rings at the top and the bottom. I've not noticed that that's occurred. Nor has the bell ever rung when an individual has undergone a financial change of life. So, I was trying to find a way, ultimately to be in place--to have my name at the forefront when that bell actually occurred. Also, back in the sixties, it seemed to me that tax was the key component. Taxes were a lot higher then than they are now and it clearly was not what you earned, but what you kept after tax that determined whether you won the money game. So that was the real focus early on, and has been the thread that has tracked through my entire career. I ended up as Merrill Lynch's retirement planning specialist for the state of Virginia.

My definition of a connection differs a bit, I think, from Bill's. For me, a connection is someone I meet on the street who will speak to me by name, and I will speak to him or her by name. That's not getting the rotary directory of all the members and cranking it into the System. It won't work if there's not the synapse of relationship and friendship between the connection and myself. I love the term, "NO-KEY," because that, I think, is another element that makes it work well. The first letter effectively says, "It occurs to me that you may not know what I do." If you say stockbroker, people still just drop their eyes. So, the fact is that you're setting the stage, then you're back to positioning. Two paragraphs that talk about what your specialty is, and clearly my specialty will relate to the "financial change-of-life" kind of person. The final sentence says, "Since I read voluminously in financial journals, I'd like to send you things that I feel would be of interest to you if that's OK with you." In other words, you're always pulling back; it's very gentle. And it is a list that's always in progress. I just keep a pad by my bed and a pad at the desk, and when I run into somebody on the street, or at a board meeting, or at a social affair that would fall into the connections category and I run my first letter, then I start on a monthly basis to include him or her.

Just some things that have occurred here in the last year, a friend of mine, again the bell had rung in his mind (he wished to retire), brought \$3 million of investable assets and retirement assets but his question was, "Can I afford to retire?" Lots of things could be done to help this family have the confidence to be able to step out and retire.

Another UVA classmate of mine who was a CEO of a Fortune 500 company called me one day and said, "I really appreciate your mailings, and I've realized that I am missing the international component in my investment portfolio. I'd like you to help me if that would be meaningful to you." When the smoke cleared, we had a million dollars to invest in global investments. There is also what I refer to as concentric circle marketing that comes out of this connections campaign. I work with a pediatric psychiatrist who called the other day and said, "I copied and mailed your letters to all the psychiatrists here at the medical college of Virginia with a note, 'Am I not fortunate to have such a caring person managing my finances?'"

A chairman of a major real estate firm, [said the] same thing, "...sent your letter to 45 branch managers. I am in the sales business and I really liked the upbeat nature of what you wrote to me." But of course it's my letterhead, my letter, my thoughts, and my phone number; that is, these concentric circles move out that have a great deal of influence. We've all labored through the 3rd longest and second deepest correction in the history of the stock market in the last two years. Absolutely brutal for everybody. I went to a dermatologist this week and I said, "Is this our last visit? You told me you were retiring." He said, "Well, Dick, my 401K is now a 201K and I'll be around a while." I mean the pain, there's plenty of it around for everybody. But I think to have very uplifting, positive thoughts in this period of tumult and uncertainty has been tremendously helpful. I have interspersed information on the new stretch IRAs, on section 529 plans, proposed tax reform reviewed in the Kiplinger tax letter. Nuggets, so they are reminded that we are in the business of wealth accumulation and wealth management. And I think that is very helpful. Taking this

approach, you will be amazed when you are in church, board meetings, or cocktail parties people will seek you out to talk about their favorite letter or the last letter [you sent] just saying, "thank you for keeping me on the list. I don't know why you keep mailing me these letters because I've never done any business with you." And I always simply respond, "You know where I am, and what I do, and if I can ever be any assistance to you, please call. Or refer friends who may have needs for those services." But it's the sort of thing when somebody is standing to your left and says, "Don't you get Dick's letters?" And it's an easy matter to say, "Well, if it would be of interest and value to you, I will be glad to add you to this list." What this concept is not is instant salvation and instant gratification. It's looking for the deep pools of relationships and assets-waiting for that financial change of life. It's so nice to get somebody to call and be cheerful and be upbeat and thankful. As opposed to saying, "Why are my growth funds down 30%?" So it's had lots of [good] side effects. I think that if you are setting the mood, it must help you in terms of positioning and differentiation. Who else takes the time to do this? Very few people. It must be done on a regular basis. Maybe there are some times that maybe five or six weeks pass, sometimes maybe only three, but I think that if you start this kind of a drip campaign you must really follow through with it to become embedded in the psyche of those people that you would like to do business with. The final sentence of my Memorial Day letter that will go out this week states, "On this Memorial Day, I hope that each of us will thoughtfully remember all of our forefathers who have given their lives to ensure our freedom." I mean that's what we're about and why America is different: we've had those sacrifices. If anybody has any questions, I'll be delighted to try to respond to them.

Bill: When you started this campaign back in '96, how many people did you start with?

Dick: I probably identified 100 persons that I felt would be legitimate connections.

Bill: When you add somebody, you always send him or her this first letter, right? And then you just keep dripping?

Dick: Then they go into the regular rotation. I don't try to personalize it. One other thing, maybe let me mention this-I take the time to proof. I mean I look at every letter. I don't know how the computer gremlins operate, but I had someone that just this week moved to Williamsburg. Well, they didn't move, but the damn computer moved 'em. Also, when I have seen someone or talked to him or her in the prime month, or we're going to be doing something in the next week, I'll take the chance to write a more personal note on it. You know, it has to be what I feel will be a value to you. So, it's not something cranked by a computer; it requires Dick Wilson's care and forethought in sending the material. You've got to maintain that network.

Bill: How many people do you think you add every year?

Dick: I'm continually converting some of those connections to account relationships. I have a mindset. I know in my mind what really works. [I know] what kind of person I'm seeking. But remember it has to come back to a situation where I can speak to them by name and they can speak to me by name. So I may add 30 to 50 [people] per year because I really want them to be of the highest quality and potential. And this is one, if you're looking for retirement; older is better in this game.

Bill: What are some of the things that you do, Dick, that enable you to meet the kind of people that you want to meet?

Dick: Well, at this point, I'm the Chairman of the Virginia Foundation for the Humanities and Public Policy in Charlottesville, Virginia. I chair at the downtown YMCA Board of Management. I am a trustee of the Virginia Law Foundation of the Virginia State Bar, University of Virginia Affairs, Jefferson Scholars, and two other schools here in Richmond.

Bill: Do [these Connections] always stay on the connections list or do you ever move them to a Prospect at some other point?

Dick: No, maybe there's one notch below your no-key campaign. I have just sort of decided that I thoughtfully added them. I mean you could take the position of purging. I've only had one retired scholar at the University of Richmond just say, "You know, I'm not interested." Everybody else has really enjoyed it. So I'm not going through that purging process unless they end up in Hollywood Cemetery. That's my one criterion.

Bill: So, when somebody becomes a Client, this [Connections letter] is your monthly drip letter to your Clients.

Dick: That's right.

Bill: As well as your Connections, correct?

Dick: That's right, I do them in parallel. I don't try to dream up one for one group and one for the other. Which is why dealing with emotion and hope is so appealing to the entire spectrum. So I'm not going one vs. the other. They move but they don't lose the letter.

Bill: Right, now out of your 385 people that are now on your list, how many of these are Clients?

Dick: I guess it's about 1/3 or 2/3 now.

Bill: And it was 100% no Clients when you first started.

Dick: Right. The conversion has been acceptable.

I mean it is the discipline and, you know, putting your feet on the road every day with integrity that's going to make the difference. Think about the person who seems out of reach. You know, that person [who] is so busy, or so successful, or so wealthy. What can Dick Wilson do by rapping on his door? This is such a gentle way to get those individuals into the fold and involved and calling you. I mean the man that called me and gave me a million dollars for global investments; I would never have knocked on his door.

So don't overlook the seemingly unattainable relationship as long as the person can speak to you by name and you can speak to them by name.

You've got to have that piece; you just can't pick 'em out of the business success columns in the newspaper. But with that you're getting a mind set in front of them, a caring and an individuality taking the time to write those individual notes.

Bill: Is this the only prospecting you do, and if not, what else do you do? And when you started, did you do anything else?

Dick: I try to work the account base, to ask them, "Is there one other family who is as caring and concerned about their financial future as you are, that I may be of assistance to?" "Would you mind if I told them that you suggested that I call?" 95% of the time they say, "Shucks, let us call them first. And I'll have them call you." So, you know, you've gotten credibility where it might take you four years to, with a cold letter, develop that kind of credibility. I'm also very active with the Estate Planning Advisory Council of the T.C. Williams Law School at the University of Richmond, and that's 30 trust attorneys, and CPAs. I tend to work a good deal with them. I have found, though, over the years, and this has been a rule that worked in 1966 and it's continued, that the best legal and accounting relationships are either five years older or five years younger than I am. So it's always a moving target. But you have the ability to refer a business where they are confident and honest and they look at you in the same fashion. So it is a multiplicity of approaches. The connections campaign is just one looking for the deep, slow moving water, where one would say, "What in the world can I do to ingratiate myself with that business owner directly?"

Bill: When one of these people that you've been dripping on for umpty-ump years calls you and comes in, why did they call you? What are they not getting?

Dick: I think they have cross-referenced, you know, talked to other friends about the services that they have received from my office and from my firm and from me. And so I think it's going to come down to a very personal recognition of that and wanting to be part of it. I mean this individual who came with the \$3 million retirement assets, had another very fine, very large firm approach his corporation to do plans for their executives. But he didn't have rapport with that, the principles in that retirement or that financial planning unit, and he brought the plan to me and said, "I

know that this is what you do. I would just feel more comfortable. I like your style, and I know you and I want you to execute for me."

I just know that if you come back with things that are uplifting and positive and hopeful, it's going to set the stage for this market's turn and I'm just real pleased that you're going to do that. If any of you would like to chat with me at RBC Dain Rauscher, Richmond, Virginia, Dick Wilson, (805) 225-1407, I'd be glad to help you any way I can.

[return to Table Of Contents](#)

▄▄ Pile o' Files - Client File Organization for the Larger Gorilla® Team ▄▄

by Jodie Wright, Senior Marketing Consultant
jodiew@billgood.com

Do you ever have difficulty locating a Client file in your office? Does your Service Assistant have a stack of files a foot and a half tall on his or her desk? Do files mysteriously vanish into thin air? Do you waste a lot of time locating Client files that are missing from the file cabinet? These situations tend to occur more frequently with large Client bases and/or large teams. Usually, a system of signing out a file via a checklist posted on the door to the file room works pretty well; however, if you use the networked version of Gorilla 2.x, there is a software alternative.

This procedure utilizes our Speedbutton Group™ technology. The Speedbutton adds a Keyword to the Contact Group record, which you can see on that tab of its Info Sheet, to indicate which team member has the file checked out. Or you can use a Selection Rule, accessed from the Finder. Once the system is set up, it's very simple to use. You can check on a file location right from your own desk.

We've created an [import file](#) that will actually set up the elements of this process on your database ([click here](#) for 2.1 version instructions for importing this example to your Gorilla Playground, [click here](#) for 2.15 instructions). It assumes that there is only one RR with our standard basic team of Sales Assistant, Service Assistant, and Computer Operator, but the import instructions help you make any necessary modifications.

Method of Use

After each principle, an example is shown.

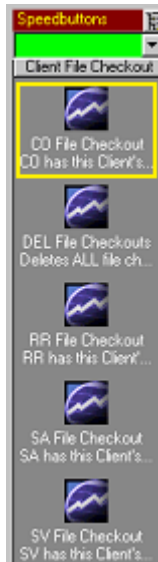
1. Whenever you need to check out a physical file, **first** bring up the Info Sheet and look at its **Keywords** page to see if someone else already has it.

Chip Orwell determines that there is no *File Checkout* Keyword, so Annie Oakley's file is not currently checked out.

Name	Description	Date Added
AA-Hot	Interested, willing to begin the sales process now	04/15/2010

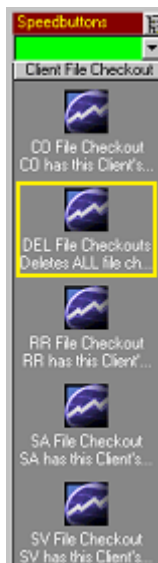
2. If the file is available, click your Speedbutton in the *Client File Checkout Group*. Then go get the actual file.

Chip clicks *CO File Checkout*.



- When you're done with a file, apply *DEL File Checkouts*.

Everybody uses this same Speedbutton for the purpose.



If later on Jewel wants Annie's manila folder, she checks her Info Sheet and finds that Chip should have it:

Name	Description	Date Added
AA-Hot	Interested, willing to begin the sales process now	04/15/2010
CO File Checkout	CO has this Client file checked out	04/30/2010

If Jewel wants to make sure that Chip doesn't have any more files checked out than seems reasonable, she can go to the Finder, click on his Selection Rule, and instantly see the list of **all** the Clients whose folders are checked out to him--

Search Section:		Client files checked out to CO (Selection Rule)			
Group Name	Addressee	Phone Num...	List	Important Information	
Corporate					
Others					
Pension Mgrs					
Professionals					
Retired					
Teachers/Clergy					
File Checkout					
Client files checked out to CO					
Client files checked out to RR					
Client files checked out to CA					
Ape, Alice	Dr. Alice M. Ap...	555-6367		Ci... Alice is decision-maker, I...	
Besider, Elizabeth	Mrs. Spidwell S...	555-4449		Ci... Sue manages her mothe...	
Dundee, Croc & Adele	Mr. and Mrs. M...	555-4567		Ci... SHE handles the family ...	
Einstein, Albert	Dr. Albert Einst...	555-1313		Ci...	
Hawthorne, Hester & Th...	Ms. Hester Ply...	555-9987		Ci...	
Oakley--personal	Oakley--personal			Pr...	
Smith, Adam/Jones	Adam Smith, M...	555-4141		Ci...	

--and if necessary she can even ask him why!

[return to Table Of Contents](#)

Gorilla® version 2.15 is here!

If you are a 2.x user with ESP you'll get the upgrade free of charge. For the rest of you, here is a brief description of the differences between 1.x and 2.15:

- 1) NETWORK SUPPORT: Gorilla 2.15 not only works with Novell®, but also Windows NT®, Windows 2000®.
- 2) DAILY AND WEEKLY PLANNING: Through 2.15, the on-screen Scheduler displays the user's own and/or other's actions, including funds due, in multiple adaptable views. Any user can set appointments for themselves and others. If the System is networked the updates are instantaneous.
- 3) CLIENT AND PROSPECT RECORD: In 2.15 there is NO LIMIT to the number of people in a Contact Group. Not only can you select and target by Group criteria as you can in 1.x, but also by Individual criteria (e.g., gender, age, etc.)
- 4) CUSTOM MERGE FIELDS: In 2.15 you have NO LIMIT, whereas in 1.x you can have up to five.
- 5) COMMUNICATION CHANNELS: Along with printed letters and actions such as phone calls that are available in 1.x, 2.15 adds email capability (HTML or non-HTML) and faxing capability. You can also send one message through multiple channels on a single pass.

To get 2.15 into your office call us at (800) 678-1480

[return to Table Of Contents](#)

■ "Where Am I?"-Evaluating Your Current Condition ■

by *Bridget Bellon, Senior Marketing Consultant*
bridgetb@billgood.net

Last quarter, I introduced a series of articles on building a Business Plan. This is part two of a three-part series. Now that you are well versed on establishing where you want to be by building a Vision of your company, let's talk about

evaluating where you are now in relationship to that Vision.

Evaluating your current condition should include (but is not limited to) assessments of personnel, Clients, finances, production figures, and systems.

I am sure that you all downloaded a copy of the Business Plan Template as instructed in the last article. If you did not, please do so now by [clicking here](#).

Your current assessment is made up of four different parts. The **first** document you see is the "System Assessment." This is where Business Planning meets the Gorilla System™. As you do your assessment on each of these areas you should be studying the 110% Gorilla® chart.

In terms of your current assessment, we are going to take a look at the nine Critical Success Factors. Critical Success Factors are those things we believe are necessary and sufficient to achieve your Vision. These Success Factors can be found at the bottom of your 110% Gorilla chart and they consist of:

- Computer Operator and Database Maintenance
- RR's Work Habits
- Staff Management
- Service Support
- Sales Support
- Client Marketing
- Prospecting
- Selling Skill
- Business Planning

Each Success Factor has a target number of tasks to be completed. To do a proper evaluation of your current condition, tally up what percent of those tasks you have completed, then compare it to last year and last quarter. For example, under RR's Work Habits there are 21 items to be completed. Let's say you have completed three of them. That means you are 14% complete for that category. Continue scoring the rest of the categories the same way.

The **second** document, the "Production Assessment," allows you to compare various production characteristics. For example, New Relationships Added, Clients Lost, New Assets Added, Assets Lost, Gross Production, Total Expenses, Net Profit, Total Clients, and Total Prospects.

Also included in that section is a Client Loss Log. Every single Client you lose should be logged in so that you can keep track of why you are losing Clients. Since part of any good marketing system is to retain all Clients, you need to know the reasons you are losing Clients. At your quarterly evaluation you can look at this report to see what trends are appearing.

Now, lets look at the **third** area, "Personnel Assessments." The first one is the RR. The following eight qualities are adapted from Gil Amelio, *Profit from Experience: The National Semiconductor Story of Transformation Management*. I highly recommend this book. His characteristics are:

- Getting results
- System/Support compliance
- Strong personal/ethical qualities
- Brightness
- Experience
- Sense of humor
- Ability to work hard
- Intuition

We have also added other characteristics that would apply to this industry and the specific post that is being evaluated. This is a Microsoft Word document so you can go into the document and add or delete characteristics as you see fit.

Let's take a look at the first two characteristics, getting results and system/support compliance. In order to be a good team member, you have to be getting results and complying with the System. If you or your staff are getting results but not complying with the System, you run the risk of affecting how other team members relate to each other. It may also affect the other team members' ability to get results in their position. If you have someone who complies with the System, but is not getting results, you need to reassign their position. The biggest problem we see with staff, specifically Sales Assistants, is that you get someone who complies with the System but doesn't get results and you keep them too long. This brings to mind that when you start having second thoughts about a staff member, you make your second thoughts become your first thoughts. You are not doing yourself, or the staff member, any favors by keeping them in a job in which they are not succeeding.

There are forms for each member of the team. It is important that you take some time to assess how each team member is doing. The more time you spend assessing your current condition the more information you will have and the better your chances are at meeting your final destination.

The **fourth** and final document is an overall assessment called "Summary and Conclusions." Document the details of the current situation for each Critical Success Factor. As you recall, you scored how you were doing for each factor on the System Assessment document. This is where you think carefully about the result of the System Assessment and give specifics about each factor rating.

These assessments are designed to give you an organized comparison from one quarter to the next so you can correct your plan as required. You don't want too much time to go by before you stop and evaluate your current condition because you may get too far off the track and it will be difficult to get back where you want to be.

Once you thoroughly understand where you are, you'll have a better idea of where to start. The next piece of the business plan is creating a map to help you go from where you are now to where you want to be, or, in other words, a road map to your Vision.

To schedule an appointment with one of our senior consultants (Scott Wilson, Bridget Bellon, Jodie Wright, or Mike Olsen), please contact Mona Sanders at (800) 678-1480 ext. 1296, or email monas@billgood.com.

[return to Table Of Contents](#)



We are offering a special Gorilla Times price for Sales or Service Assistant Boot Camps.

Call in now at (800) 678-1480, mention the special in the Gorilla Times, and get your Assistant signed up for only \$1195!

[return to Table Of Contents](#)

⚡ Up the Down Staircase ⚡

by Lawrie Livingstone
gorilla@silk.net

Up the Down Staircase was a fascinating, humorous play (and movie) written about high school in 1964.

When you think of high school, one memory has to be of "the rules." And many of these rules were negative-no smoking, no hanging out in the hall, no boys in the girl's locker rooms, no parking in the teacher's parking lot, etc.

And then there were the Staircases...half were 'UP' and half were 'DOWN'.

C'mon now, be honest, did you always follow the rules and go up the Up Staircase and down the Down Staircase? Or did you sometimes go up the Down Staircase?

Following the rules in this case meant that masses of people moved quickly and easily from one floor to another. When just one person didn't follow the rules, it disrupted all the rest and progress slowed down considerably.

If we relate the rules you learned in your Gorilla Training Seminar™ to how you are running your business today, would a cursory analysis show that you are going up the Down Staircase?

Do you have a staff meeting at the same time every week? Or do you feel that the short daily discussions you have with each staff member are doing the job?

Are you running a full Gorilla® team with a part-time Computer Operator, full-time Service Assistant and full-time Sales Assistant? Or do you have one person doing more than one function?

Are you sending out a targeted message to every Client and Prospect every month? Or are you rarely getting any written messages to your Clients, let alone your Prospects?

Does every contact with a Client or Prospect result in an updated Client record? Or are you hit and miss on this?

Is your Sales Assistant delivering as many interested and qualified Prospects as you want? Or is your calendar full of skinny rabbits?

Are you and your team promoting referrals on every Client contact? Or has your referral pool totally dried up?

On some of these issues are you going up the Down Staircase?

So what to do?

I would recommend that you schedule a full team meeting and have on your agenda all of the items that you are not currently happy with. Have candid discussions on each topic and find out how your team feels things can be turned around. If additional training is required, consider sending them to the Sales and Service Assistant's Boot Camps. Have

each individual assess their current knowledge by ticking off the items they have mastered on the 110% Gorilla Chart. Encourage them to set target dates for learning additional skills. Put together an action plan for each person and one for the team and review progress at each weekly meeting.

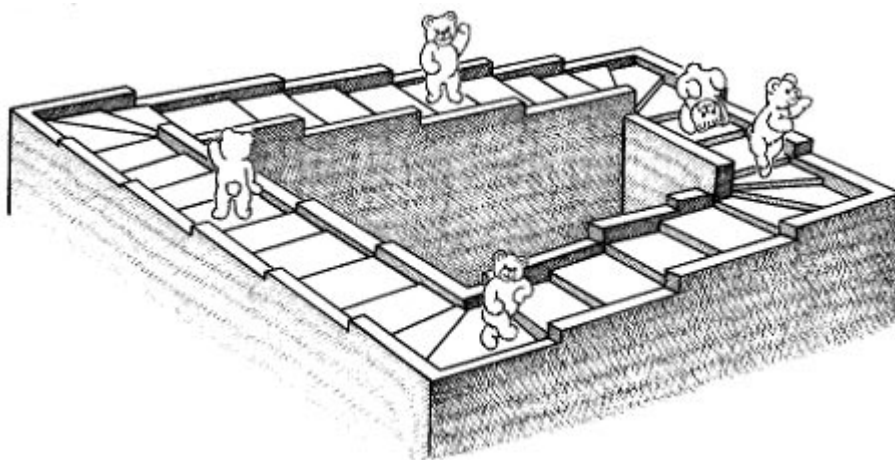
And if you feel you need some help in getting back to basics, consider bringing in a BGM Consultant to streamline the process.

A consultant will help you implement the rules and help your team refrain from going up the Down Staircase.

If you would like a free 30-minute telephone consultation to determine if your team is headed in the right direction, call "up" Mona Sanders at (800) 678-1480 ext. 1296 and she will schedule some time for us to chat.

P.S. If you have lost your 110% Gorilla Chart, please email me at gorilla@silk.net and I'll ensure you get a new one.

P.P.S. Are the bears going up or down this Staircase?



To schedule an appointment with one of our senior consultants (Scott Wilson, Bridget Bellon, Jodie Wright, or Mike Olsen), please contact Mona Sanders at (800) 678-1480 ext. 1296, or email monas@billgood.com.

[return to Table Of Contents](#)

Do you realize that 2002 is already half over? Are your goals being reached the way you had planned?

If not, maybe it's time for you be Resurrected-through the Gorilla® Resurrection Training Seminar.

The Resurrection Training Seminar gives you and your whole team knowledge and processes to use through the Gorilla System™ to get back on the fast track-right now.

This Seminar is meant for Gorillas who may need a quick push in the right direction.

If you have fallen and feel like you just can't get up, Resurrection is for you.

If you feel like you and your team are in a rut, Resurrection is for you.

Here is what you can expect from the class:

- One-on-one Training

- Review of Prospecting Basics
- Learn the New Client Retention Formula
- Page-by-page explanations of every Report and Form available in Gorilla 2.0
- Learn to create your own Speedbuttons, Worksheets, and Selection Rules
- And much, much more

Here are comments from attendees of a recent Resurrection Training Seminar:

"Before we came to Resurrection we had a great deal of trouble with 2.0, but now have a much better appreciation for what it can do."

"Being here helped me to become proficient in 2.0. I know I can go back to my office and use it to its fullest."

"I came to the class for help-to be resurrected-and I SAW THE LIGHT!" Have you seen the light?

Now for the sweet deal I have to offer:

Resurrection Seminar costs only \$995. Come out to Salt Lake City and let us raise you from the dead!

Call Mike Pfannerstill at (800) 678-1480 now to reserve your space in our Resurrection Seminar in Salt Lake City, August 29-31.

Because we give a lot of one-on-one attention in this training, seating is very limited.

[return to Table Of Contents](#)

■ The Five Critical Elements of Success ■

by Tony Parmenter
tonyp@billgood.net

As I work with newer Gorilla System™ users and watch their progress, it grows clearer to me each day why it is so important to have certain basic practices of Contact Management in place. I have watched individuals work towards doubling their income and I have seen them either take off running or be impeded by the lack of the critical pieces of the Contact Management puzzle. These elements are necessary for both old and new Gorillas in order to achieve success.

The five critical Elements are:

- 1) Every contact with a Client or Prospect results in an updated record.
- 2) Every Client and Prospect gets a written message every month on a topic of interest to them.
- 3) Every Client and Prospect gets a personal contact from someone in your office at least every 90 days.
- 4) 80% of all Clients and 50% of all Prospects have Opportunities recorded for them.
- 5) A Prospecting strategy is in place that consistently produces 20 to 30 leads per week.

The burning question now is "from where did these elements come?" Truth be told, they are a good mix of Bill's

knowledge and experience in Contact Management and the very selections that form the 110% Gorilla Chart. The Gorilla Chart was actually established first, though it holds the precise nuances of these items in its structure. So which truly came first, the chicken or the egg?

Every contact with a Client or Prospect results in an updated record. You've all heard how important it is to record every action that you take with a Client or Prospect. And you all know full well that logically, you wouldn't be able to adequately service those Clients and Prospects without knowing about your most recent and most common meetings with these individuals. Even something as simple as calling a Client and leaving a message is important to record. Otherwise, you will receive calls from them saying, "Hi, I was returning your call and wanted to meet with you to discuss that thing that you recommended, at the place, with the guy..." yeah, you remember that?! If you were to look at the 110% Gorilla Chart you'd be surprised to see how many of those assignments really touch on this. In basic operational excellence there are nearly a dozen. For example, the CO position has the following:

- Records updated for individuals contacted that day.
- Record keeping by team enforced by CO to ensure thorough Contact Management in place.
- As appropriate, sales profile maintained for CGs.
- Opportunities correctly entered so follow-up can occur.

Those are just the items listed for the CO, but with these items alone it becomes clear how important this section is. Should the CO, or any team member, not be harvesting and then recording this information, it would become difficult to maintain meaningful and productive contact with these individuals. We can also see the invaluable resource that the CO has become. Without him/her it would fall upon the shoulders of other team members or even the RR to maintain this data for all of the individuals that you are contacting every day, week, or month.

As you routinely print the Weekly Statistics Report we can find the measurable results of this sturdy Contact Management system. **Pipeline Activity** and **Database Traffic** show us how much contact you are making and recording on a weekly basis. **System use and Questionmarks** in the database will tell you how much data you are successfully updating on your CG's interests, types, or any other form of important data used in targeting and searches. Some of these stats can include, but are not limited to:

Had at least one Letter sent. This section tells you how many of your Clients, Prospects, Connections, and Mass Mail names have received at least one written message within the range that the report specifies. Dividing your Clients, Prospects and Connections by four and dividing your Mass Mail by 13 should establish the goals for this stat. In other words, your goal is to send a written and pertinent message to each of your Clients, Prospects, and Connections once a month or every four weeks, and once every 13 weeks for Mass Mail names.

Contacted at least once. This piece of the stats will actually go through every CG in your database and find how many have had at least one note on their history with one of the three types that will update their record. These three types are: 1) Outgoing call, 2) Incoming call, and 3) Meeting. If your stat report says "Clients = 13," that means that 13 Clients have one or more notes on their records that fit one of those three types. To know the goal on this you should divide the number of Clients and Prospects each by 12. This will ensure your target enables you to contact every Client and Prospect at least once every quarter, or every 12 weeks.

Database traffic-all notes added in time period. This will tell you four things on your notes: 1) Who is entering notes, 2) for which Lists, 3) what type of notes are entered, and 4) how many of each. Your target number of calls per Model Day should be compared to this number. For example, Joe DiMaggio has a goal, according to his Model Day, of 20 sales calls per day. On his report, he should see his name with various "List" groups and note types. If he were to add up all the types of "Outgoing calls," and "Incoming calls" that are under his name, he should see 20 per day for five business days, totaling 100 notes.

Interest Form use. This will tell you what percentage of your Clients and Prospects have at least one interest listed on the "Sales Profile" tab of their Info Sheet. This information is imperative for ample targeting. The goals with this stat are 100% for all Clients and 50% for Prospects.

These are just a few of the sections that you can look to for help. This Weekly Statistics Report pulls all of the contact

information entered into the System. As you update all of your contacts you are ensuring that you have the appropriate data for all types of targeting and searches that you will do in the future. It is important to remember that if you are ever questioned you can back yourself up with good records.

Every Client and Prospect gets a written message every month on a topic of interest to them. Once you have ensured that you have good records on all of your Clients and Prospects then you can begin targeting their monthly messages. The best use of this is the Monthly Drip Campaign. If you are not familiar with this campaign or do not feel that you are effectively dripping on your Clients and Prospects, I would recommend attending a WebEx™ seminar on the benefits of the Monthly Drip Campaign. There is one major assignment from the 110% Chart that mentions this effort specifically and a few others that indirectly affect it:

- Every Client gets at least one targeted written message each month.
- Every Prospect gets at least one targeted written message each month.

This is a fundamental principle to keeping good contact with these individuals. We recommend the use of the 2.1 version of the Monthly Drip Campaign to meet the requirements of these items. The 2.1 version is recommended for its ability to break your Clients and Prospects into various target groups on a monthly basis and mail to them based on these targets. It also includes a great system for referral promotion and Statement Review with your Clients.

From the Weekly Statistics Report there are a couple of sections that will greatly affect the way that you can target your Monthly Dripping. These sections will help you determine what you can effectively use as a target. **System use** and **Questionmarks** in the database will tell you what percentage of your Clients and Prospects have the data fields necessary to target your mailings:

- *Investment Form use, and Position Form use.* Both these sections will tell you what percent of your Clients and Prospects have at least one selection for each of these portions of the "Sales Profile." The goals are the same for all of these, 100% for Clients and 50% for Prospects.
- *Missing Book, Missing Wealth, Missing Type, and Missing Source.* These will tell you what percentage of your Clients have no selection marked in each of these four fields on the "Maintain Contact Group" screens. The goal is to maintain these below 10% for Clients, while Prospects, Connections and Mass Mail have no goal associated.

Having this data updated is important to be able to make your mailings both timely and pertinent. The advantage of a targeted mailing is that it will force you to rotate and hit as many targets as possible, in turn forcing you to let your Clients and Prospects see information that would be important to them.

There are many ways to effectively get this information. Running the Find the Money and Report Card Campaigns will draw it out on a yearly basis. It is also imperative to be watching for that important data in your appointments and random calls. It can be sought out during your No-Contact calling. But from my experience, probably one of the best methods is to use a questionnaire that is filled out during every visit from your Clients and or Prospects. This questionnaire should ask just to be sure that all contact information is current; it should discover any interests and out of house positions; and should bring any problems to light so that you can put them to rest. These questionnaires should look professional but not look like some tax form that will go to that great filing cabinet in the sky. It should be apparent that this is for you and will help you to help them achieve their investment goals.

Every Client and Prospect gets a personal contact from someone in your office at least every 90 days.

This is based upon the belief that your Clients and Prospects want to be doing business with people that they know. The biggest complaint that Clients in our industry have is "I never hear from my financial advisor." But remember that even the skinniest rabbits can result in good business. Regular human contact from your office builds and maintains a relationship of trust that can and will result in better business. There are a couple of specific assignments on the Chart that deal directly with this, but let's look at it logically. If you are not contacting your Clients and Prospects at least once every 90 days, how do you expect to find Opportunities, update their records, or even set appointments with them, for that matter? All good relationships are based on trust and you will build this trust with your Clients by giving them the personal touch. These assignments are:

- No-Contact Report maintained at 20% of Clients or less.
- No-Contact Report maintained at 20% of Prospects or less.

The Weekly Statistics Report will show you the percentage of these individuals that still have not been contacted within the no-contact interval. In the **System use** section of the report you will find:

- *On No-Contact report.* This will go through the database and track those that have a "Last Contact Date" older than the contact interval and measure the percentage against the total number for its group. Notes of one of three types only change the "Last Contact Date": 1) Outgoing call, 2) Incoming call, and 3) Meeting. The goal associated with this is to maintain both Clients and Prospects at less than 20%.

If you are constantly contacting these individuals then you will always keep the doors open to them. It is important to remember that this does not mean that the RR should be doing the no-contact calls. If you have a good SA then let them do that, as it is merely important that there is meaningful contact maintained between the RR's team and your Clients and Prospects. By printing the "No Contact Report" from the reports menu and using it on a weekly basis during your calling times, you can effectively contact those individuals. Using the "No-Contact" script from the online 2.0 Marketing Reference Guide may be one of the best ways to contact those individuals.

80% of all Clients and 50% of all Prospects have Opportunities recorded for them.

The whole point of this industry is to find money; once you have this money you should be making plans and calls surrounding this money in the daily effort to stake your flag upon it. There are several documents to help you in this including the "How to Ask for MONEY," sheet, the "No-Contact Calling Script," and your weekly "Opportunities Due Report." There are a few assignments associated with this as well on the 110% Gorilla Chart:

- Opportunities Due known on at least 80% of Clients.
- Opportunities Due known on at least 50% of Prospects.
- At least \$500,000 identified weekly from Clients and Prospects.

These goals are the same as those on the Weekly Statistics Report. There are various others associated with the Opportunities as well. The following Opportunities are the centerpiece of the money making or "Sales Pipeline" and they are the pieces on which all other elements are hinged:

- *Has Opportunity Record (From the "Opportunity Stats" section.)* This section will show the percentage of Clients and Prospects with an Open Opportunity record on their History File. This is essential to having money coming due and available in the future. The goal for this is 80% for Clients and 50% for Prospects.
- *30-Day Expected Value (From the "Open Opportunities" section.)* This column shows what the value that you have put as "probable" for the upcoming 30 days will be. This is based on all open opportunities coming due in the next 30 days and the "probability" that you have associated with them.
- *All Open Opportunities Total Value (From the "Open Opportunities" section.)* This column shows the total value of the open opportunities listed in the database.
- *Database Traffic - All Opportunities Entered In Time Period (From the "Database Traffic" section.)* This stat will show the total values of the opportunities entered in the past week according to List and System User fields. This stat should meet or exceed \$500K per week. This will literally indicate all "Opportunities that are found and logged" per week.

Meeting these goals will produce the needed future moneys to grow your business on a consistent basis. The "Opportunities Due" report should be printed weekly and will help you to track this now entered information. To maintain yourself and your Opportunities, the RR and all registered assistants should have a copy of the "How to Ask for MONEY" sheet. Make sure that you are using the No-Contact calls to qualify people. If you can do these things you will build and maintain your people at or above the 80% for Clients and 50% for Prospects.

A Prospecting strategy is in place that consistently produces 20 to 30 leads per week. It is important, now

that you have a Client Marketing strategy in place, that you also have a Prospecting Strategy that will produce Cherries and new Clients on a regular basis.

As we all know, sales is a numbers game, so let's break the numbers down. If you need 100 new households (Contact Groups) a year to beat the tide of attrition, you need about two to three new Clients per week (given 50 work weeks a year). Now if your closing ratio is 50%, then you will need four to six new Prospect appointments per week. Assuming that about one in every five new leads will set an appointment, you need 20-30 per week to hit your goals. So that explains the need for "a Prospecting Strategy that consistently produces 20 to 30 leads per week."

So what is the process for doing this? Who are your target Clients? Where do they live? How old are they? What do they like to buy? This all-important data is used to define your niche. You will need to have selected this niche before you can seek to dominate it.

Once you have defined your niche, "How?" becomes the great question. You should look at methods in the past that have generated new business successfully. Do you like seminars? Do you like to cold call? Or warm call? Do you prefer direct mail? No matter what you have chosen, you must keep in mind that you have to test it and refine it until it produces the results you seek.

One of the best philosophies to rifle through all the muck of possibilities is this: "Look at your best Clients. Who are they? Where did they come from?" This is the process of cloning. If your biggest money came from a guy who owns the local junkyard, get his trade magazine and clone him. Cloning your best Clients will only fill your book with more of those great Clients that you love to work with.

Build a niche and a strategy to dominate it. Where you go from here is up to you, but you'd best be getting at least 20 to 30 new leads per week in whatever you do.

[return to Table Of Contents](#)

As you may recall from past correspondence, Wendell Cayton writes a weekly column which is posted on our web site.

The Wendell Cayton columns are available on our web site in two formats. The first is simply straightforward single-spaced text in basic Word 6 format. A "self-publishable" version of the article is also included, also compatible with Word 6 but with a professional magazine-layout look. Just crank up your laser printer and send it to your Clients.

Feel free to use and adapt his ideas for producing your own publications. The columns can be accessed through the Letters Library™, either by using the "Browse" function or by typing any one of the various letter titles or just "Cayton" into the Letters Library "Search" function. You will get the newest articles as well as any other articles already posted.

Some time ago, we made an inquiry into any potential liability and responsibility of distributing these articles as well as their use by our clients.

Our Compliance Consultant, Katherine Vesseness, wrote the following letter. Naturally, you will need to consult your compliance officer.

"I have reviewed...articles written by Wendell Cayton and the issues of using a ghost written column. Here are my comments:

"Regarding the columns in general:

1) I have assumed the articles will be published in a real newspaper.

2) He refers in several places to interest rates or stock index levels as being from 'this week.' He should make sure the numbers he uses are current to the date of publication. Since others may use the column at a later date, he may want to change the language to 'recently' or the 'week of _____.'

3) In the estate planning articles he consistently refers to community property. This is fine if the articles will be published only in community states. Otherwise he should use joint or community property depending upon the state in which the article will be published.

4) This is probably my 'lawyness' coming out but I think it might be advisable to have a disclaimer with respect to the estate planning articles. It should be to the effect that, if true, Cayton is not an attorney and that the article is not intended as legal advice and, as such, readers should consult their personal attorneys and tax advisors with their specific estate planning issues.

5) Articles that mention mutual funds, variable annuities, variable life, government securities, CMOs, and limited partnerships are technically supposed to be reviewed by the NASD for comments. However, I reviewed this matter with a former legal counsel to the NASD who said as long as these products were only mentioned generically (that is, no specific product is mentioned by name), there would be no need to submit them. I stress this does not comply with the rule, but with how the NASD is currently enforcing the rule.

6) All references to stocks or other investments should be as illustrative only, not a recommendation to buy or sell.

"Otherwise I think these articles are fine. Now regarding the issue of ghost writing columns:

1) My research lead me to a case in Missouri where the rep was fined \$10,000 and was suspended for printing a book that had been written by an attorney with the rep's name as the sole author. Missouri is just the beginning; he is also looking at heavy sanctions from the NASD. Missouri said it would have no problem if the rep were listed as co-author since he had in fact written the introduction.

2) The big issue is that it is misleading to indicate a rep wrote a column, when s/he did not.

3) In your situation, I think other reps could use the columns, however, they should follow these guidelines:

Have each column reviewed by the broker dealer compliance department for sign off.

The broker dealer affiliation must be clearly stated.

Reps other than Cayton should not indicate or imply s/he wrote the column.

We suggest the following language at the end of each column: "This column was written (or prepared) by Wendell Cayton as a service for Jane Doe, financial advisor with ABC broker dealer, etc."

4) Finally, I do not see much liability for BGM, providing it clearly states the rep must get permission from the broker dealer to use in advance, and lists the above guidelines."

-Katherine Vessenes

This statement is downloadable from the Letters Library as Cayton Permission To Use Articles.

[return to Table Of Contents](#)

Message From Cyberspace Training Center

by Mike Olsen

mikeo@billgood.net

This first installment of a new article for Gorilla Times® should lay some groundwork for what I'm trying to achieve here.

At Bill Good Marketing®, we are constantly striving to provide you with cutting edge support for your Marketing System. We learned a long time ago that the trick to successful System implementation is simple--follow the recipe! This is the concept that has brought me to this forum, with a "Message From Cyberspace."

A little history...

Nearly a year ago, Bill approached me with a proposal to create a training tool that incorporated the interactive nature of the Internet. We had already investigated a number of companies that facilitate online collaboration. We ultimately agreed on using technology designed by WebEx™. This new technology allows us to deliver unprecedented follow-up to Gorilla System™ users.

Since September of 2001, we have been providing Registered Reps, Sales Assistants, Service Assistants, and Computer Operators with this exciting training avenue. Comments from those who have attended these sessions range from "WOW" to "ThankYouVeryMuch!" And I have to agree.

BGM University™ has really joined the 21st century with this method of delivering world-class training to our Clients. Whether it's the Find the Money Campaign, or mastering the art of constructing Speedbuttons™ for your office--WebEx training gives you, and your team, the opportunity to brainstorm with one of our experts.

We cover a number of topics that should be of interest to you. Some of the testimonials are amazing. I think we really batted one out of the ballpark when we began this method of supporting Gorillas. If it has been a while since you've joined us for a WebEx training session, or if you've never been involved in one of these unique events, then you owe it to yourself to check us out! You can always see a schedule of upcoming events at our website--just click on "Upcoming Events," simple as that!

Has it been a while since you've been able to come to a Users' Conference? If it has, let me invite you to a very unique weekly conference. I call it "Open Mike" (came up with that all by myself). Anyway, here's the deal--for years we have had a resource that has been very difficult to explain. The resource I'm speaking of is you! There is a bottomless pool of expertise out there among Gorillas. The challenge has always been finding a way to tap into this wealth of knowledge.

Well, we figured out a very effective means of tapping into this knowledge base. It's called BGM Radio! I'm very excited about the direction these "shows" are taking. We are literally able to chat with you on a daily basis using the Internet as a tool for delivering the message.

More next month! In the meantime, check us out by logging on to BGM Radio and check out "Open Mike." I'd love to hear from you!

Mike

To schedule an appointment with one of our senior consultants (Scott Wilson, Bridget Bellon, Jodie Wright, or Mike Olsen), please contact Mona Sanders at (800) 678-1480 ext. 1296, or email monas@billgood.com.

[return to Table Of Contents](#)

Recently I wrote a white paper with the intent of describing the "State of Gorilla." The white paper is titled "The \$2 Million System: Can You Get There From Here?" It is a good, basic rundown of what the System is, what it does, and where it stands today. It is an excellent read if I may say so myself. [Click here](#) to view and download the white paper.

[return to Table Of Contents](#)

⚡ Correct Follow Up For All Opportunities ⚡

by Matt Hicken





matth@billgood.net

Let me start off by posing a question...what good is finding an Opportunity, or asking for money, if you don't follow up on it? If you are doing what Bill recommends, you are finding \$500,000 every week. What is happening to that money? Are you capitalizing on it? If you are, then go ahead and read some of the other articles in this issue of Gorilla Times®. If not, you will want to continue reading as I go over three areas of the System that will help you do this.

1. SPEEDBUTTONS

Every time you find money from a Client or Prospect, it should be entered into the System as an Opportunity. In Gorilla® 2.1, the Lead Processing Speedbuttons for new Prospects and the Lead Processing Known CG's Speedbuttons can help you in knowing how to follow up on each "situation" Opportunity. If you are using those, then you are on the right track. If you don't understand these Speedbuttons, go through the tutorial 7-5. ([Click here](#) to go to the BGM University.)

Here are the basics of the Lead Processing Speedbuttons:

-  The first Speedbutton in this Speedbutton Group™ will set up a note so you can enter how you located the Opportunity.
-  It will then set up an action to meet with the person immediately, and/or give them a call a few days before the Opportunity comes due.
-  Next, it will set up an objective for you to enter the Opportunity. The purpose of the objective is to capitalize on the Opportunity, so you will want to put all of the information you need in order to do this.
-  Lastly, the message setup window will pop up to send a message to the individual. This message will go out the door immediately. It will thank them for speaking with you and let them know that you are available to answer any questions or provide help if they want it. It can also confirm an appointment.

All of these steps are set up by the click of one Speedbutton, so you won't have to remember what to do each time. The only thing you'll need to remember is the definition of a "Cherry," a "Green Cherry," or an "Info Lead."

2. QUESTIONNAIRE SELLING

Let me explain a little bit about questionnaire selling. All of you should have a questionnaire that you use in the selling process. It should include a list of questions that you usually ask your Clients and Prospects to get information from them. There is one questionnaire I would recommend that you look at. It is in the Document Browser in the [Gorilla] Playground under Scripts/Checklists and is called the "In-House Questionnaire." If you have it, you should be using it. By using it I mean reviewing it with your Clients and/or Prospects two weeks before the Opportunity comes due. Reviewing it will help you for two reasons.

- It will make your office look very professional and organized. An example of a professional and efficient office is a Doctor's office. When you arrive there, the very first thing they give you is a questionnaire. This helps them ensure that the information they have on you is up-to-date. In your office, you should review the questionnaire to make sure all of the information you have is updated and correct.
- Once you have updated the information, the questionnaire should give you an idea of what they want and where their interests lie. This will help you understand how to close them. This leads into the next area that will help you capitalize on all Opportunities found...

3. THE CLOSE

I highly recommend that you listen to "The Closing Series" by Bill Good. You can find these tapes by [clicking here](#). They will explain how to find what your Client/Prospect wants and then use that to help close them on the sale.

With Speedbuttons, the In-House Questionnaire, and "The Closing Series," you should be on your way to effectively following-up and capitalizing on all Opportunities you find. (If you are having trouble finding Opportunities, then you will want to talk with your Marketing Consultant.)

Happy hunting!

[return to Table Of Contents](#)

Speaker Summaries for the 17th Annual Marketing Conference

The 17th Annual BGM Marketing Conference is right around the corner. I have lined up speakers that will have very relevant and timely topics. Below are topic summaries from some of the featured speakers.

THE GOOD, THE BAD AND THE UGLY
Presented by ELIZABETH HOWARTH:

Elizabeth will break down some of the lessons she has learned from the recent bear market. She will touch on "Getting Your Groove Back", "The Next Stage", and last of all "how to position yourself so this 'will never happen to me again.'" We've all gone through the same rough market--make sure you get something out of it.

THE DASH
Presented by DAVID BRENNAN:

On every headstone you'll find two dates: a date of birth, and a date of death. In between the two is your whole life, represented by a dash. David will talk in financial terms about how we can get the most out of "the dash."

David has several clients, but there have been 11 clients in particular from whom he has gathered 22 referrals. With the combined use of the "Neighborhood Referral Campaign", a monthly column in "Living Magazine", and other resources he made \$1M in 2001 and expects the same, or better, in 2002. To sum it up, he has learned how to market to "The Millionaire Next Door"*. Find out what he has to say about marketing to the high net worth sector.

THE 401(k) NICHE MARKET
Presented by RIC LAGER:

Ric Lager began the journey developing his 401(k) niche-marketing plan in the fall of 1998. With the help of two lawyer Clients, he figured out, like a "low-IQ" Gorilla should, that lawyers had lots of retirement money and no help or time to manage it.

In the last four years, Ric has used several Gorilla-style campaigns to build his 401(k) advisory practice. He will share his specialized niche-marketing successes and how he has become the advisor of record on company lists where word of mouth occurs daily.

THE GREAT DEBATE

Presented by Jeremy Siegel and Harry Dent:

This year the conference will feature what we've dubbed "The Great Debate," a debate between well-known economists Harry Dent and Jeremy Siegel.

Harry sees a continuation of the great boom that began in 1983. Jeremy is far from that. He expects stock returns to approach their historical norms. Whose theories will weather the coming years with the most success? One view or the other may be right for your business's goals and prospective niche markets for the future.

"The Great Debate" will take place on the morning of October 25th.

For more information about the conference go to www.billgood.com/17th/.

*Thomas J. Stanley, Ph.D., William D. Danko, Ph.D. "The Millionaire Next Door: The Surprising Secrets of America's Wealthy." Longstreet Press, Inc. 2001.

[return to Table Of Contents](#)

■ Gorilla Success ■

by Bill Good

execasst@billgood.com

I spoke with Robert Telford, a ten-year System veteran. He told me this story:

"A Prospect walked into the office and said, 'Do you know why I'm here?'

'No.'

'You've been mailing to me for eight years. I get more attention from you than I do from my own broker. I want to open an account.'"

Bob's office has grown from just himself ten years ago to five brokers. They have over 1000 Clients.

This is just another case of "Staying the Course."

[return to Table Of Contents](#)