

From the Agent's Desk

A satirical look at an agent's work life, from the files of Joe Dokes, CLU

By David Douglas Ford

AGENT'S
salesJournal

www.AgentsSalesJournal.com

TO: Christina Pellett, Managing Editor, Agent's Sales Journal
RE: The Best New Publishing Idea of the Year!!



Dear Ms. Pellett:

Your troubles are over!

Well, that is, if your troubles mostly include wanting the Agent's Sales Journal Web site to really have something that no other Web site of any kind has going for it.

Just think: Survivor meets The 100-Man Story!!

Here's my idea: We start off with two insurance representatives from each state and then the first month each of those 100 agent contestants will have to sell an immediate annuity to someone named Pellett (just to give you a sample idea of the contest format I have in mind). Then every month after that, there will be a different kind of insurance sale that the survivor agents have to make in order to stay on the ASJ Insurance Island! I didn't figure out all of the details, but you could even have some mechanism where the other agents — or better still, the visitors to your Web site! — get to vote to keep one or two of the agents on the island for one more month, even though they didn't actually sell the prescribed disability income policy to someone over age 92 (or whatever that month's actual challenge was!). Maybe you might even start out with two selling "tribes" or something. (I must admit that I have never actually watched Survivor on TV, but I think tribes are part of the deal.)

Anyway, your ASJ Web site is really looking great at this point, and after making quite a few visits of my own to read and download some of the really great stuff at www.AgentsSalesJournal.com, you'll be pleased to hear that your site is definitely on my "Web favorites" list. By the way, your "Overcome this Objection" online feature is really fun and always challenging. I know I keep submitting my advice to "Ignore the objection and just change the subject," but so far you haven't actually published my patented Joe Dokes method of overcoming any and all sales resistance. (No doubt I'm in that old "publishing pipeline" for a future ASJ monthly edition. Am I right about that???)

Well, when your great staff there puts together the details to my concept of Agent's Sales Journal online: Survivor Agent, I know the Web hits will really start increasing even more. Good luck with that and rest assured that I'm always here and ready to help where I can!

Yours truly,

A handwritten signature in black ink that reads "Joe Dokes".

Joe Dokes, CLU

P.S. Christina, just so you know, I'm still working on my other idea exclusively for the print copy of ASJ. I won't spoil the surprise, but be thinking: The Sopranos meet You'll Earn a Fortune!!