

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

PERSONALITY PREFERENCE TEST


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INSTRUCTIONS (read carefully): THIS IS A TIMED TEST TO DETERMINE YOUR APTITUDE AND FITNESS TO BE IN THE EXCITING AND FULFILLING PROFESSION OF INSURANCE SALES. ANSWER ALL QUESTIONS BY FILLING IN THE CIRCLE (O) OF YOUR SELECTION HONESTLY AND CANDIDLY.

But remember, that this is a test. YOU are being tested. See, at Zardoz Life, we like to say that you aren't testing the insurance business, but that the insurance business is testing YOU. But relax, do your best, answer all of the questions, be honest, and hurry up because we aren't going to give you all day for this thing when better-qualified candidates are probably waiting in the outer office to take this test, also.

PLEASE USE #2 PENCILS AND FILL IN CIRCLES COMPLETELY.

Begin your test immediately!

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- The daily activity I would prefer MOST would be:
 - Picking cherries
 - Picking grapes
 - Drinking wine
 - Making cold calls in the rough parts of town after dark
 - The activity I would prefer LEAST would be:
 - Eating glass
 - Serving five to ten in San Quentin
 - Reading really bad poetry
 - Failing to properly convince someone of the advantages of my product
 - To be successful in any endeavor, an individual must:
 - Have the character of a saint
 - Have the personality of a stand-up comedian
 - Learn to hide true feelings
 - Learn to sell to uninterested prospects
 - Most people fail because:
 - They plan to fail
 - They fail to plan
 - They accept failure as an option
 - They don't make enough cold calls
 - The kind of career that I would really be MOST interested in would:
 - Require that I take the summer months off
 - Pay me for activity I did not do
 - Involve firearms in some way
 - Put me at the mercy of underwriters and paramedical examiners
 - Selling is basically all about:
 - Honesty
 - Dishonesty
 - Both honesty and dishonesty
 - Overcoming the fear of rejection and making enough cold calls

👉 TURN TO NEXT PAGE (1 OF 89)