FOR YOUR TEAM · 6.3 MINUTES

THE MONDAY HUDDLE

Play the audio clip (**Brenda-Powell-Closed-Monday-huddle.mp3**) at your team meeting: Justin asks Brenda the difference between chasing clients and being available to them, and she walks through the events she runs with local businesses, the card she hands out wherever she is, how she earns trust on a first appointment, and why she returns every call the same day. Then talk through these three questions.

1. Brenda runs events that have “nothing to do with Medicare.” Where do the people you serve already gather, and what could you offer there that isn’t a pitch?

2. “The less I talk to them, the more they come back to me.” On your last first appointment, who did most of the talking?

3. Brenda tries to return every call the same day. What would it take for you to do that this week?

From Closed with Justin Jacobs, Season 4, Episode 2.