DON'T CHASE. BE THERE.

17:50 What's the difference between chasing clients and being available to them? - Okay, so let me tell you, I don't chase clients. - Yeah. - That seemed like when I first started out, I was like, ooh! - I know, you're-- - I was doing events left and right, just to get notice. And so now I connect with businesses. So one is charter research, where they do analysis on testing for dementia, Alzheimer's, and they do many, many other things. So at St. Peter's Catholic Church, I am always doing events there, and elsewhere at other churches, and this and that. And so when somebody is interested and learning about, hey, I could possibly have dementia, right? So, it's advertised in the bulletin. I put my phone number on there. Nothing to do with Medicare, right?

18:52 And people call in and they want to come and listen to a speaker that, and it just doesn't have to be with Charter Research, it's with different elder care. Did one with elder care. I do it with different businesses like different nursing homes. And so they come in to listen and yes, I put out a scope of appointment, to see if they're interested. And that's how it builds. - That's amazing. Now you've built a name in your community. Did that happen on purpose or was that kind of, just kind of came with the territory as you're doing what you're doing? - It came with the territory, doing events and people. I mean, I was at Walgreens for two years And whenever I was at Walmart, I said, "Weren't you at a Walgreens?" I said, "Yes, I was. Yes, I was. You remember me." And you have to interact with people. And I'm not the type of person that I hardly ever came into the office except to do tests, remember?

19:56 So, I don't like being cooped up in office. I love my office, and I write my policies there. I don't go to people's homes anymore, okay? And they come to me. And just the character of having an office and the realization of professionalism has moved up an upper level. - So are you getting a lot of business from referrals because of the office, because you're there, because you're available? - And because I incorporate everything I do with Medicare, no matter where I go, how I do it, if I'm standing in line, wherever I'm at. And I strike up a conversation 'cause I make sure I do this. And I said, here's my card. - I love that. What's one way, in your opinion, that you can get people to trust you? - Well, with the first initial appointment that I have, first thing I do is I have 'em fill out a scope of appointment, right?

21:00 That's a CMS rule. - Oh yeah. - And so I listened to what's going on in their lifestyle. And then finally I said, "Let's do a 101 on Medicare." And so before I end up with their

appointment, I'm giving them books so that they can take it home and study because I tell them different avenues that you can go with. And so by the time they're done with the appointment with me, And I said, "So how do you feel now?" Well, I kind of feel overwhelmed. I said, "I don't want you to feel overwhelmed because you can come back and see me again." I said, "And we'll go over the same thing." And I said, "Whatever you do, if somebody calls you, you don't know who that person is on the other side. Don't make that mistake because all they're there to do is to make a sale. What I've done with you, I've listened to you with your finances and everything to see what road that you need to go on in order to have the right policy for yourself.

22:06 - Yeah, you're building-- - Report. - Yeah, you're building a report, but you're also educating them, and now you've become a resource. You're not just, oh, this agent's trying to sell me something, I have questions about how this works, and she knows, and she has the resources for me. - So the way I look at it, the less I talk to them, the more they come back to me. - Interesting. So if you have that aggressiveness, that's going to turn the person off. - Yeah, I've seen agents that are like super aggressive. I'm like, how do these people make sales? And they probably do, but they also have them leave on the backside too. - That's right. - 'Cause they're like, I don't like this guy. - They don't stay. - Or girl, whatever. - And I'm not saying I've had clients not leave. I mean, yes, they do. And so basically my part is to, help educate. And when they see that I'm relaxed and it helps them to be relaxed and to help them to understand the importance of what they're getting into in the next phrase of their life, they come back and they talk with me.

23:15 And they say, "Brenda, you were right. I checked this out. You were right. You were right with this. You were right with that." And that's why I'm back. I say, "Well, that's wonderful. That's wonderful. And I'm here for you." Every call that I get answer. I try to do it on the same day. I don't care how busy I am. I've called clients back at 8 o'clock at night. I said I want you to know I wasn't gonna let this day go by without giving you a call. What's going on? How can I help you? And that's part of like your reputation, right? That's right. Yeah. That's right. And so that being said, that's how I have built this because they see that I'm here as an advisor to help them to understand what's going on that's going to help them in their life.

A machine transcript, lightly cleaned. Times are from the episode.