



Lenders Insurance Solutions Group LLC

## “Find the Edison in You”

*"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time." -**Thomas Edison***

We all learned the story in school that as an inventor, Edison made 1,000 unsuccessful attempts at inventing the light bulb. However; when a reporter asked, "How did it feel to fail **1,000 times?**" Edison replied, "*I didn't fail **1,000 times.** The light bulb was an invention with **1,000 steps.**"*

The same philosophy applies to salesmanship. If we don't experience failure; how will we know success? Unfortunately, as children and young adults, we may have been taught that to not succeed is failure; however, if we follow the wisdom of Edison, we see that each time we do not succeed; we've taken another step toward success. This may sound like an oxymoron; however, it's not.

If opportunity knocks and we ignore the lesson learned from failure, then we'll never learn the lesson which is; *what **NOT** to do next time.* Sales, like inventing the light bulb, is a process. If the process fails, it's not you, but the steps you used to sell Payment Protection. Simply put, change the steps. Here are just a few ways to approach this:

1. Record your Payment Protection presentation; play back and take notes of what worked and what didn't work;
2. Have a co-worker and/or supervisor listen to a "live" Payment Protection presentation and provide you with feedback, then execute the changes;
3. Observe successful Payment Protection sellers in your institution and/or region;
4. Think of a time when you offered Payment Protection and your customer bought; what did you say/do to be successful; and
5. Review the steps you used, after you presented Payment Protection, and change the steps that didn't work and continue using the ones that were successful.

In short, **find the Edison in you** and remember that if your customer doesn't buy, you didn't fail; you just learned what you step you want to change next time!