

# From the 17<sup>th</sup> Floor

A Nova Scotia insurance salesman had been told by his boss that he and the other agents were not assertive enough. They were not as outgoing as they needed to be.

The salesman wanted to prove his boss wrong, and he didn't have to wait long for an opportunity.



Outside his 17<sup>th</sup>-floor window, he noticed a scaffold with some workmen on it. He wrote a note asking them if they would be interested in life, accident or disability insurance, and held it up to the window.

They said they would listen to him if he would join them on the scaffold. He did, with the help of a cable from the roof.

And he sold one of them \$50,000 worth of life insurance.

Are you willing to go where people are to help meet their needs? Or must a sale or service be available only on your own turf under your specific conditions?

The answer is obvious. But, alas, too many consumers today don't discover such practices.

– Beecher Hunter