

N E W Y O R K L I F E

A PLAN FOR
PROSPECTING
... THE TEMPLETON
SYSTEM



DO YOU HAVE A SYSTEM FOR PROSPECTING?

Prospecting for appointments is THE key to success in sales. If you don't have enough appointments, it won't matter how well you know your stuff, or good you are at selling.

The common denominator among successful salespeople in financial services is that they each have a SYSTEM that allows them to continuously and effectively FOCUS on developing a prospecting HABIT for obtaining appointments.

The Templeton prospecting system, when applied correctly, can double your case rate.

The secret of the Templeton System is that it transcends the hangups which may prevent you from making an adequate number of appointments. It goes right to a solution that makes the problem obsolete.

ABOUT CRAIG TEMPLETON

Craig Templeton is President of Sales Training Techniques and a national sales consultant. His seminars on the principles of prospecting have been implemented as a sales tool by New York Life Insurance Company in training new agents.

The first agent ever hired as a sales consultant by New York Life, Templeton has been an award winning agent for almost three decades. He is a lifetime member of the Million Dollar Roundtable. For over 25 years he has received the National Quality Award (NALU). For the past 30 years, Templeton has been a member of New York Life's highest Council, which includes the top 250 agents in the United States. Templeton was also recognized as a summit member, an honor reserved for New York Life's top 100 agents.

Templeton has been a three-time platform speaker at the Million Dollar Roundtable International Conference. He has conducted scores of seminars for Insurance Managers and agents all over the USA, England, Canada, Hong Kong, and Australia.



A PLAN FOR PROSPECTING

A 3-Hour Seminar by Craig Templeton

Part One

THE PSYCHOLOGY OF PROSPECTING

1. Prospecting for Appointments is a Positive Experience. Learn to enjoy 250 good days a year.
2. Experience the excitement of winning a race.
3. Make your target activity prospecting—and nothing else.
4. Develop the prospecting HABIT—the heart of the winning solution.
5. Learn to convert production goals into activity goals.

Part Two

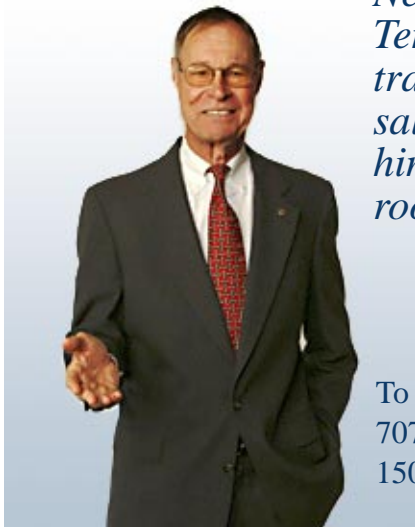
THE TEMPLETON SYSTEM

1. Learn the seven steps to develop the Prospecting Habit
2. Understand the value of a prospecting coach
3. Practice the prospecting habit.

Part Three

A PROSPECTING WORKSHOP

1. Tailoring Templeton's 7 Steps to Prospecting to fit into your own style, market and goals.
2. Keeping the commitment to yourself.



New York Life put Templeton into their training material. For top sales performance, put him into your training room today!

To learn more about the Templeton System, call 707.265.2196, or write Sales Training Techniques, 1500 Third Street A, Napa, CA 94558





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NYLIFE Securities Inc.
51 Madison Ave.
New York, NY 10010

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