

# Quality of Business #2

## Summary

This sales training session focused on the concept of “activity” as a core lever in building a successful insurance business. Tim emphasizes the importance of identifying and executing three to five key daily tasks, reverse engineering activity from personal goals, and relentlessly focusing on winning each day.

The session discusses the psychology behind productivity, the importance of mindset, and how to overcome obstacles like fear, anxiety, and self-doubt.

The training also covers practical metrics for tracking progress, the value of community and mentorship, and the need for both volume and efficiency in sales.

Participants are encouraged to visualize success, clarify their personal “why,” and commit to daily execution as the path to long-term achievement.

## Outline

### Introduction: Quality of Business and Training Structure

- Five elements of quality of business (two levers, three dials)
- Six-module training, cycled semi-annually for all agents
- Focus on systemization and duplicatability

### The Second Lever: Activity

- Activity as a key differentiator among agents
- Mindset as the main obstacle to consistent activity

### Visualization and Personal Motivation

- What sets you apart?
- Visualizing personal and professional goals
- The importance of having a clear “why”

## Overcoming Mindset Barriers

- Addressing fear, anxiety, and self-worth
- Questions for self-reflection:
  - What lifestyle do I want?
  - Do I believe this business can provide it?
  - Am I capable of working toward it?
  - Do I feel worthy?
  - Am I willing to do the work?
- Strategies for changing limiting beliefs (faith, personal/professional development, changing your circle)

## Structuring Daily Activity

- Boiling down to three to five critical daily tasks
- Focusing on winning today, not worrying about tomorrow
- Resetting each day regardless of past performance

## Two Paths to Success

- Pure volume (high activity)
- Efficiency and focused effort (skill development)
- Importance of community and mentorship

## Tracking and Improving Metrics

- Key activity metrics: dials, connections, presentations, sales
- Using metrics to diagnose skill gaps and process improvements
- Avoiding distractions like cost per acquisition for new agents

## Commitment and Execution

- The danger of breaking commitments to yourself
- Building trust in yourself through consistent execution
- Managing overwhelm by focusing on fewer, high-impact tasks

## Practical Example: Daily Metrics for Success

- Example numbers for calls, presentations, and sales
- Reverse engineering income goals into daily activity targets

## Closing: Support and Community

- Encouragement to seek help and clarity from mentors
- The value of community dialogue on self-worth and activity

Final message:

focus on winning each day and accumulating more wins than losses