

## Fourth Quarter Strategies – Saturday, December 10, 2016

A few years back, I had the opportunity to share my broad business goals with around forty agents upon being honored by my company for twenty-five years of service as an agent. The occasion garnered me a very nice Baume & Mercier timepiece and in return, I had the opportunity to share some words of wisdom in a talk I entitled, "How I Run My New York Life Business." My business goals are simply to: *BE THERE, BE STUDIOUS, BE DISCIPLINED, BE PERSISTENT AND CONSISTENT, BE SERVICE-MINDED, BE POSITIVE and BE NEAR GOD*. I truly believe these goals will fit whatever direction you may take in business and life. Over the years I've come to better understand what works and doesn't work in selling and servicing my insurance clients. Let me take this discussion further and bring scripture into my thought process.

In order to *BE THERE*, for my clients I need to follow the words Jesus commanded His disciples to follow in John 13:33-34. We must simply "*Love one another*" and place the needs of our clients before our own needs. When I follow this command, I take my work much more seriously and I develop that strong desire to help others as best I can in a timely fashion. This is not a suggestion but a command of the Father.

In order to *BE STUDIOUS*, I need to continually keep up with changes in insurance laws and available products to best accommodate my clients' needs. One of my life verses reminds me, "*Whatever you do, work at it with all your heart, as working for the Lord, not for men, since you know that you will receive an inheritance from the Lord as a reward.*" (Colossians 3:23-24) This is all the reminder I need to remain on the cutting edge of my profession.

In order to *BE DISCIPLINED*, I must stick to viable systems and only work with companies I know I can trust. In Proverbs 1:7 we're reminded, "*The fear of the Lord is the beginning of all knowledge, but fools despise wisdom and discipline.*" I know that my clients want me to be wise in my recommendations and not act foolishly with their wealth and well-being.

In order to *BE PERSISTENT AND CONSISTENT*, I must understand the value of every "No" and persevere to earn the next "Yes" as I meet with prospects. In James 1:12 we're encouraged, "*Blessed is the man who perseveres under trial, because when he has stood the test, he will receive the crown of life that God has promised to those who love him.*" I consider my business to be an extension of my serving God and know that He is pleased when I honor Him in my work.

In order to *BE SERVICE-MINDED*, I must always place the needs of others above personal gratification. I'm reminded in Ephesians 6:7 to, "*Serve wholeheartedly, as if you were serving the Lord, not men, because you know that the Lord will reward everyone for whatever good he does, whether he is slave or free.*" I consider myself a servant to each of my clients. To me, it's extremely important to know whom I truly serve in all my actions – not men but my Lord.

In order to *BE POSITIVE*, I need to "hang around" other positive people as much as possible. I'm often reminded of Hebrews 10:24-25 which reads, "*And let us consider how we may spur one another on toward love and good deeds. Let us not give up meeting together, as some are in the habit of doing, but let us encourage one another- and all the more as you see the Day approaching.*" There's much negativity in this world and we need to immerse ourselves in positive behavior to stave off the negative behavior that's so prevalent.

And most importantly, in order to *BE NEAR GOD*, I need to have a clearly understand my purpose in life and be reminded Who's really in charge. There's a peace "*which transcends all understanding*" proclaimed by Paul in Philippians 4:6-7 that helps me remain near Him and seek His face as I deal with circumstances in my business, family and personal life.

In closing, I truly believe that these seven broad goals will serve anyone well in life, but the catalyst that makes it all work is Christ. He's my example and my coach as I do my best to serve Him and my clients and all He places in my path. Consider going to the Source of the greatest servant who ever walked on the earth. Here to serve,

Jim Langley, CLU

Passages to Ponder: Proverbs 1:1-7; John 13:33-34; Philippians 4:6-7; 1 Thessalonians 4:9-12

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Proverbs 1:1-7 New International Version (NIV)

**1** The proverbs of Solomon son of David, king of Israel:

<sup>2</sup> for gaining wisdom and instruction;

for understanding words of insight;

<sup>3</sup> for receiving instruction in prudent behavior,  
doing what is right and just and fair;

<sup>4</sup> for giving prudence to those who are simple,  
knowledge and discretion to the young—

<sup>5</sup> let the wise listen and add to their learning,  
and let the discerning get guidance—

<sup>6</sup> for understanding proverbs and parables,  
the sayings and riddles of the wise.

<sup>7</sup> The fear of the LORD is the beginning of knowledge,  
but fools despise wisdom and instruction.

John 13:33-34 New International Version (NIV)

<sup>33</sup> “My children, I will be with you only a little longer. You will look for me, and just as I told the Jews, so I tell you now: Where I am going, you cannot come.

<sup>34</sup> “A new command I give you: Love one another. As I have loved you, so you must love one another.

Philippians 4:6-7 New International Version (NIV)

<sup>6</sup> Do not be anxious about anything, but in every situation, by prayer and petition, with thanksgiving, present your requests to God. <sup>7</sup> And the peace of God, which transcends all understanding, will guard your hearts and your minds in Christ Jesus.

1 Thessalonians 4:9-12 New International Version (NIV)

<sup>9</sup> Now about your love for one another we do not need to write to you, for you yourselves have been taught by God to love each other. <sup>10</sup> And in fact, you do love all of God’s family throughout Macedonia. Yet we urge you, brothers and sisters, to do so more and more, <sup>11</sup> and to make it your ambition to lead a quiet life: You should mind your own business and work with your hands, just as we told you, <sup>12</sup> so that your daily life may win the respect of outsiders and so that you will not be dependent on anybody.