

## *Lunch-N-Learn: Sales – November 2009*

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**Presented by:**

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- There is room for growth in a sales career. This field is open to all candidates regardless of age, race, and disability.
- “If you believe in your product you can sell it.”
- Salary, commission, or commissions against a draw are options to pay a job in sales.
- A majority of sales positions are commission only with no base salary to fall back on. When you work on commission only you have to produce – there is no safety net. You have to have confidence and courage to succeed.
- AFLAC is like having your own business without the start-up costs. A sales associate is paid when three days of the policy being issued to the customer.
- With insurance sales you can build your wealth by making money year after year on a policy.
- For career changers: update or improve your computer skills.

**Q: What’s a good place to start looking for a sales job?**

A: Look at companies that offer comprehensive training. Look at the industry and the company’s reputation. Who do they sell to? What is the need for their product? Is the market already saturated? For example, copier sales or doormat service - a company most likely has a contract in place for these products. AFLAC has hired people without sales experience and has less than 3% market penetration.

**Q: What would you look for in a resume?**

A: This recruiter goes by her first impression when she meets candidates. Are they coachable, honest, accountable, and flexible?

**Q: How do you get customers?**

A: Warm market introductions – where have you worked before, who did work on your house, where do you get your hair cut? All of these are opportunities to build your client base. Ask current customers for referrals.

**Q: How do you prepare for dry spells?**

A: “Keep your funnel full.” You have to have faith, pay your dues, and keep working on multiple leads. Keep up with your contacts and their referrals.

**Q: Does AFLAC have a sales quota?**

A: It does for managers, but not for sales representatives.

**Q: What goes on behind the scenes?**

A: Lots of preparation – be sure to know your audience and your product. Research your customer on the Internet. Know whom you will be meeting with.

Three tips to be successful in sales:

- 1) Be on time.
- 2) Dress professionally. Dress for the customer you are visiting – you can always scale back.  
For example, wear a suit for a sales call to a bank.
- 3) Show respect and build trust – make eye contact with the other person.