

# Research: <sup>SM</sup>

Industry Today • Brokers

March 1995

## HIRE POWER

SALES CONSULTANTS CAN PROVIDE  
A LITTLE DIVINE INSPIRATION

**Prospecting in the '90s**  
TELEPHONE BOOKS AND  
LAND RECORDS JUST DON'T CUT IT ANYMORE

### INDUSTRY SPOTLIGHT: NATURAL RESOURCES

NEW FACT SHEETS: ADRS/THE BANK OF NEW YORK • ALLIED GROUP, INC.  
ANDYNE COMPUTING LIMITED • ATMOS ENERGY CORPORATION  
BIOCRYST PHARMACEUTICALS, INC.

# YOU GET WHAT YOU PAY FOR

SOME OF THE INDUSTRY'S  
TOP SALES CONSULTANTS  
AND WHAT THEY CAN  
DO FOR YOU

BY MARY SCOTT



**LET'S FACE IT.**  
**IN THE BROKERAGE INDUSTRY,**  
**THE ONE TRUE MOTIVATOR IS MONEY.**  
**AND, DEPENDING ON WHERE THEY ARE**  
**IN THEIR CAREER CYCLES,**  
**MOST BROKERS MUST EITHER PAY OR GET PAID**  
**FOR THAT MOTIVATION. REACHING THAT**  
**NEXT PLATEAU OFTEN REQUIRES AS MUCH**  
**INSPIRATION AS EDUCATION.**

# ENTER THE CONSULTANTS.



**STEVE ANDERSON**  
**AUDIO BUSINESS CARD**  
**HELPS DISTINGUISH**  
**YOU FROM THE**  
**NEXT BROKER**

Cold Call Cowboy Productions  
P.O. Box 12488  
Palm Desert, Calif. 92255-2488  
619-568-5124

SEVEN YEARS AGO, then-broker Steven Anderson created an audio tape business card to use as a marketing tool to give to current and prospective clients. He packaged the audio cassette in an attractive binder, complete with his color photo on the front. The response from clients — new as well as current — was so enthusiastic that Anderson eventually abandoned his brokerage business to found Cold Call Cowboy Productions. Since then, Anderson has worked with

more than 3,600 brokers, financial planners and insurance agents throughout the country who have hired Cold Call Cowboy Productions to create their own piece of marketing bait. Thanks to Anderson, brokers have the opportunity to produce audio business cards with their voice and their photo. The complete package includes the cassette, a place for business cards, a three- to four-page bio, backgrounds and testimonials from clients.

The package also includes a 190-page manual, an eight-cassette audio program and a full-day workshop in Palm Desert. Here, Anderson and his staff share ideas on how participants can increase business by at least 50 percent.

Does the Cold Call Cowboy product work? Anderson cites impressive numbers. Among the audio business card customers, brokers recouped their investment within an average of less than three weeks. "On average," says Anderson, "brokers have to pass out only 15 to 20 audio business cards to generate enough business to pay for their entire order."

"The audio business card gets brokers into the door on a different, and favorable, basis," says Anderson. "There is nothing you can do on the phone to distinguish yourself from the next broker. This does."

Costs vary depending on quantity ordered — 100 tapes cost \$27.95 each, and 1,000 tapes cost \$6.55 each. ■