



Max Rocha CWCA  
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## Agent “Successes” using Evidence Binder™

**\$72,000 prospect would NOT see Max last year this year...shows EVIDENCE - Gets Appointment**

2nd year producer Max Rocha debriefing with L.J. Scamahorn

### Max Rocha:

L.J. I had another, larger prospect that I picked up the same day, a Staffing company.

They pay about \$72,000 of Comp right now. I didn't have to show the Evidence to the gate keeper at the front desk person because I had cold called them last year, and didn't get anywhere. But I learned that all the Managers and Owner offices were upstairs. So I just walked up the stairs. Of course, somebody stopped me and said "Who are you? What are you doing here?" I said, "I was just looking for Catherine."

Catherine is the General Manager, and I showed her one of the Case Studies, because we had already mailed her probably three or four of the Evidence cards you printed for us. She said, "Oh, I've seen these."

But this time I took your advice and said...

**Yes, and here is our newest Case Study.**

**"What do these Pictures say to you...?"**

Her answer – "Same thing, looks like he's saving a lot of money." That was my cue to go on offense, I said, "Look, I know you're getting beat up right now by being in the assigned risk pool... particularly when there is a definitive process to get out. All I'm here to do is ask you this question: Would you like to have the same result these people have had?"

She said: **YES**

How about the picture with the money -- Would that be a good goal ?"

She said, **"Yes it would."**

She agreed to meet with Ralph and I as well.

### L.J. Scamahorn:

Thanks for sharing. We are all **learning what is possible** when you simply show a prospect proof of what you done for others.