



Randy Boss  
CWCA

## 7 For 7... Plus, More Appointments Agent “Successes” using Evidence Binder

Randy Boss and L.J. Scamahorn

- L.J.:** The recorder is on. Anything new to report with our Evidence Binder ?
- Randy Boss:** The latest thing I've been noticing, is the acceleration of our sales process has doubled. It's hard to put my finger on, but once I got to seven (7) opportunities where I normally would be moving forward in three or four, I'm going, there's something here. It's the Pictures. It's just great when you can turn the page – show the pictures of improvement - and watch the change it makes in the owners attitude toward us.
- L.J.:** It's hard to beat 7 for 7.
- Randy Boss:** That's right, I keep track quarterly as to how many opportunities I'm working on in the pipeline at once and normally I've got three in a decent quarter and right now I have seven for Q2 and I've got two already for the third quarter which just started.
- L.J.:** Just so I get a sense of the commission size of prospects reacting to the case studies you and Dustin go after. If you average it out, the ones that have benefits, and don't have benefits. What's the Commission opportunity that it comes to?
- Randy Boss:** Anywhere from \$10,000 - \$25,000.
- L.J.:** Okay, so \$15,000 is a decent average?
- Randy Boss:** Yep.
- L.J.:** So let's see if I am doing the math right. **Before the Evidence Binder you used to get a chance with four out of seven.** NOW...the 3 EXTRA opportunities –each quarter that's \$45,000 more Commission and if your closing ratio is 75%, your gross income goes up over 100 grand a year. And you are saying that is the only change you have made to your sales process is **showing prospects these pictures in our Evidence Binder.**
- Randy Boss:** *“Ya L.J. – **that’s the only thing we are doing differently and we’ve improved from 4 out of 7 to -- 7 out of 7.”**”*



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**Randy Boss:**

The other thing I should mention is it's really helped me get **Appointments.** I was trying to get into this Construction company for about three or four years. I was kind of stuck in the controller's office. I saw the Controller had left and I called the owner and said, "Hey, I've been working with so and so, just would like to have an opportunity to bring you up to speed on what we've been working on. could we meet?" Of course we had to banter back and forth about that.

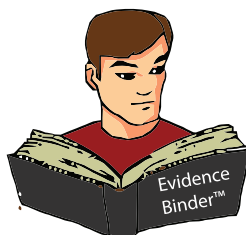
I then said, "Are you sitting at your computer?" He said YES. "I just sent you a picture, tell me what you think."

The specific Case Study Picture you did for us just happened to be a company that we have helped achieve better results in Workers Compensation than 90% of Employers in Michigan. This customer of ours, they sell tools to Contractors like him and are well recognized. The picture made it easy for me to ask, "How many jobs would you have to do to net the money they have saved?" I got the appointment.

That's the power of having just three or four good Case Studies. You don't have to sell yourself – the pictures do it for you.

**L.J.:**

Thanks for sharing your results.



WINS again

Your Agency's Resumé

# Evidence Binder™

*"Less Talk – More Pictures"*

**Prospects BUY... by simply Seeing  
PROOF of what you have already done.**

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