



CHRIS JARVIS

*See Differently. Business Differently.*

# GIRAFFE SELLING

INSURANCE DIFFERENTLY

[www.TheChrisJarvis.com](http://www.TheChrisJarvis.com)



# GIRAFFE SELLING FOR INSURANCE ORGANIZATIONS

The Proven Path to *Insurance* Differently  
with Chris Jarvis MBA, CFP®

## How will you survive the changes in the insurance industry?

- **Who will sell for you?**
  - » Majority of top agents will be dead or retired in 10 years.
  - » Insurance companies aren't training agents like the good ole days.
- **How will you use technology to meet customer needs?**
  - » Consumers want an immediate response through apps on their phones.
  - » Who will pay for this?
- **What can you do to be profitable?**
  - » Regulations make it more expensive to run an agency.
  - » Overrides and sponsorships are shrinking.
  - » Unexpected changes will create new challenges.
- **Will you invest in your sales team by giving them a new perspective?**

*"An enormously gifted speaker and writer, Chris is the ultimate teacher's teacher. He's exceptionally creative, insightful, articulate, wise and passionate. His purpose-driven approach simply sees problems differently and, accordingly, solves them with an elegant simplicity. When I'm struggling with how to think through a challenge or communicate a topic, he's the one I call. I'm profoundly grateful to call him my friend."*



**Chris Erlich, Esq.,**  
Partner, Husch Blackwell, LLP.  
Chairman, TFO Phoenix  
(multi-family office)

Your sales team can reach higher levels of success by changing how they look at their clients, their referral sources, and themselves. **Will you help them see a better path?**

# THE HARSH REALITY: WE'RE ALL IN A COMMODITY BUSINESS!

There are over 1.4 million licensed insurance agents selling the same products...at the same price...to the same people!

Something has to change if you want to be successful. **What will you do to be different?**

- Build stronger relationships with insurance carriers
- Increase the production of your existing agents
- Attract new agents with proprietary solutions and a path to a better career
- Get potential clients and referral sources to contact you
- Leverage your existing clients into additional sales and new clients
- Increase the value of your organization
- Build a profitable and successful exit strategy

Do you ever feel like the "agency" runs your life? Take it back and improve your agency by making it work better for agents, clients and owners.

## **What is Giraffe Selling?**

A proprietary system to leverage your experience and personnel to meet the needs of your most desired customers.

**You can have them all if you:**

**Elevate** Your Perspective, **See** a Better Path, and **Sell** Like a Giraffe!



**Achim Schwetlick**  
Head of Business  
Innovation Group,  
National Life Group

*"Chris has been one of National Life's top agents multiple times. His innovative approach to sales, coupled with his desire and willingness to share these thoughts with others, is a unique combination"*



# THE GIRAFFE SELLING PATH TO SUCCESS

is a proprietary 12-module live event.

*The PATH incorporates proven business and sales strategies from one of the most successful life insurance agents and sales consultants in the country, Chris Jarvis.*



A former actuary, million dollar producer, and bestselling author, Jarvis has worked with thousands of successful entrepreneurs, hundreds of agents, and three billionaires in his 25-year career. The strategies in the PATH to Success come from experience with his most successful clients and colleagues.

You and your agents will learn how to:

- Identify the psychological, demographic and financial barriers to your growth
- Adopt the mindset of the most successful 0.01% of Americans
- Simplify your sales growth strategy into three simple areas
- Analyze and track the right numbers in your business
- Build and implement a plan based on real data
- Identify the areas of focus in your new business model
- Attract clients and referral sources that are profitable and desirable
- Increase the size of your average case by 50% or more
- Double the amount of money you earn from each client
- Build an endless stream of referrals.

**The Giraffe Selling program will be transformative for both seasoned veterans and new agents.**

*"The best presentation I have heard in the last 43 years! His expertise as a business consultant and agent gives him a unique perspective that make his training meetings valuable, memorable, and forward focused."*



**Tom Archer**

*CEO of Elite Marketing Group and former Chairman of Insurance Designers of America*

*"I have been in the insurance business for over 25 years working with some of the brightest minds. I can honestly say that Chris is one of the smartest and most creative people I know. He has a unique ability to simplify complicated problems and provide clear guidance. More importantly Chris is a terrific person, who is always thinking of others. Whenever I face a challenge he is one of the people I call and I have never been disappointed with the conversation. I am honored to call him a friend and colleague."*



**Dan Stanley**

*Chief Underwriter, Hub International / IPS Advisors*

# GIRAFFE SELLING

How much has your organization evolved to meet the changing needs of your customers?

## OLD SCHOOL

## ASK YOURSELF?

## GIRAFFE'S VIEW

**Cold Calling**

When did you last buy anything from someone who called you? Give away your ideas and let the customers find you. How will they find you? Keep reading.

**Inbound Marketing**

**Give Your Time**

What do customers value more, your time or their time? The more time you can save them, the more valuable you will be.

**Save Their Time**

**9 to 5**

Do you surf the web from 9 to 5? Bankers' hours are unacceptable. You must be a valuable resource anytime, day or night.

**24/7**

**Off the Rack**

Who knows more about your specific needs and desires than you do? CUSTOMers want "custom" solutions, not off the rack products.

**Custom Built**

**Product Salespeople**

Who knows more, Del the Salesman or Google? Customers don't want more information, they want recommendations that pertain to their specific situation.

**Problem Solvers**





**Sell**

Customers aren't looking for salespeople. Customers are seeking subject matter experts. How will you educate your future customers and be seen as invaluable?

**Educate**

# GIRAFFE SELLING

## The Proven PATH to Insurance Differently

STEP		EXPLANATION	GIRAFFE SELLING TOOLS
<b>P</b>	 Perceive	<p>Perceive clients' current situation and future goals &amp; objectives.</p> <p>Uncover biases, concerns and state of mind.</p>	<p>Niche market analysis &amp; training</p> <p>Customer intake &amp; surveys</p> <p>Industry analysis</p>
<b>A</b>	 Assess	<p>Honestly assess what problems your products and services currently solve.</p> <p>Are you meeting your clients' past, current or future needs?</p>	<p>Financial assessment</p> <p>Product/service review</p> <p>Marketing/sales review</p>
<b>T</b>	 Tune-Up	<p>Only after you know where your clients will be, can you correctly adjust your course to meet them there.</p> <p>Products, services, messaging and culture must change over time or you will become extinct.</p>	<p>Strategic planning</p> <p>Consumer marketing &amp; PR</p> <p>Product/service design</p> <p>Sales training and analysis</p>
<b>H</b>	 Harmonize	<p>The only certainty in life is the existence of uncertainty.</p> <p>Long term successful organizations create continuous feedback loops with its customers.</p>	<p>Client feedback programs</p> <p>Customer referral programs</p> <p>Sales/revenue enhancement</p> <p>Strategic reviews</p>



*"What the agents in the audience received far surpassed our greatest expectations. You spoke from the heart and connected with us on an emotional level. Based on the standing ovation you received and the countless comments we received after the event, it's safe to say that your talk was the highlight of the three-day conference."*

*I highly recommend any sales or service organization to take advantage of an opportunity to bring you in as a speaker, strategic advisor, or communications consultant."*



**Matt Smith**

*Associate Partner/Advisory Board Member,  
Symmetry Financial Group*

*"I've known, and worked closely with, Chris Jarvis for over 15 years. What most people recognize about Chris are his creative financial planning and selling skills (both of which are truly unique). But his most unique gifts are his genuine concern for others and his willingness and ability to help solve problems. Chris has helped me to look at my firm and my career from different perspectives. I recommend Chris without reservation to any insurance business or agency looking for an ally who can make a meaningful impact."*



**Dan Aceti, CLU, ChFC**

*30 year Insurance Executive*

*"I've worked with Chris for almost 10 years now. He is an excellent teacher, valued mentor, and trusted friend. His leadership has made a huge impact in my business, and I can't recommend anyone in the insurance industry more emphatically."*



**R. Paul Wilson, CRPC®**

*President and Founding  
Member of Advanced  
Capital Advisory Group, LLC.*





*"Chris offers a unique perspective on the financial services industry. I respect his no BS approach to business and life, and his strong commitment to make a difference in the lives of others. He is a teacher who wants to help people enjoy their own success."*

**Jack Canfield,**

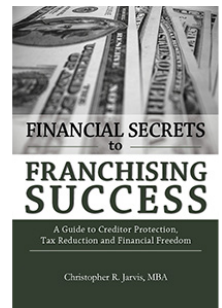
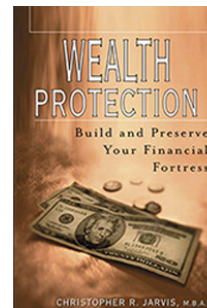
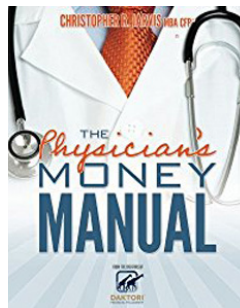
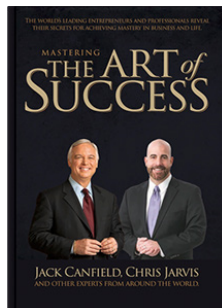
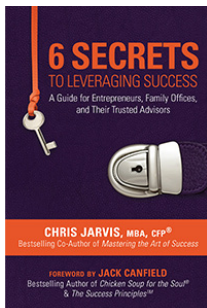
*Bestselling Author of Chicken Soup for the Soul® and The Success Principles™*



**AS SEEN ON:**



**BOOKS:**





# BUSINESS DIFFERENTLY. TOGETHER.

## Here are a few of the ways we can elevate your business

- Conference Keynotes
- Live Workshops
- Custom Webinars
- Study Groups
- Online Curriculum\*
- Consumer Education
- New Agent Training
- Client Newsletters

Each of these can be customized for you and your team.

**Combine multiple elements to deliver even more  
powerful results!**

*"I met Chris Jarvis about 10 years ago when he was speaking to a group of high-end producers and I was blown away. What I remembered most was something he said that clicked with me on a personal level: 'When you realize the client must gain more from the transaction than you do, your practice will succeed like never before.' He changed my perspective!"*



**Jay Bugg, CLU, ChFC, LLIF,**  
Vice President of Distribution -  
National Life Group



**\*THE 12-DAY TURNAROUND**  
program can be co-branded and  
discounted for your group!



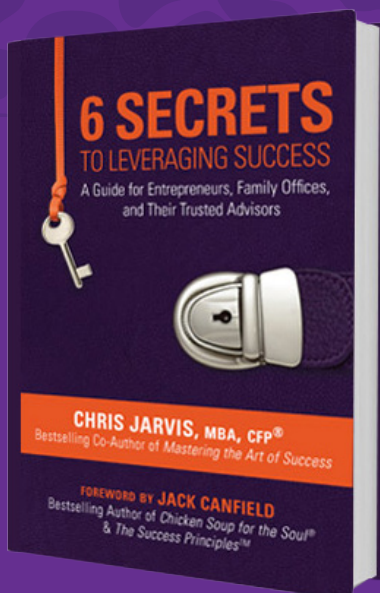
**Contact us to discuss  
a custom mix that will be most  
impactful for your team.**



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To design a custom program,  
call **(817) 442-6007** or email **info@TheChrisJarvis.com**.



If you want to “Crack YOUR Crystal Ceiling”  
and achieve new levels of success,  
order my new book:

**6 Secrets to Leveraging Success:**

A Guide for Entrepreneurs, Family Offices  
and Their Trusted Advisors

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