



## Y[OUR] Work Matters

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**Dave Resseguie is the Founder and Chief Shepherd of The Resseguie Group.**

### The Importance of Valuable, Meaningful Work

Dave Resseguie, the founder and chief shepherd of The Resseguie Group, told attendees of the September NAIFA Live event his very powerful “why” story. A tragedy involving the young son of a close family friend illustrates why the work of insurance and financial advisors truly matters.

The story Resseguie related illustrated how life insurance can give people facing unimaginable loss the time and ability to grieve and to help their families grieve. But it is important for agents and advisors to understand how important their work is to other people and to work based on that urgency.

“I believe wholeheartedly that your work matters,” Resseguie said. “And I believe that our work has become increasingly more valuable today than it ever has been.”

“The work that you do for those clients that give you the privilege of serving them and helping them with financial security planning is so meaningful,” he added. “This is not an easy business, but this is a very simple business and it’s such valuable work.” has three main strategies (plus a “bonus strategy) for maintaining a positive mental focus that contributes to his professional success:

### A Very Simple Strategy

For the second part of his presentation, Resseguie shared a simple strategy producers can use to “leverage LinkedIn to create favorable introductions” to ensure their important work might benefit even more people.

“I’m not sharing with you an idea just so you can get more referrals or post better activity numbers for your team or make more commissions,” he said. “All of that stuff is good and it’s reputable, but I’m sharing the ideas to influence great meetings with prospective clients because there are people you have not met with yet that my need you.”

LinkedIn is an ideal tool for identifying prospective clients within niche target marketplaces. Networks on LinkedIn can grow quickly and are likely to include people who are influential and who are your allies, willing to help you connect with others.

Filters within LinkedIn allow you to search for people based on criteria such as their locations, companies, industries, and schools. Categories within these criteria allow you to hone in on your ideal niche clients. Resseguie suggests searching for 2nd Degree Connections, because these are people connected to people you know.

Once you get a list of targeted prospects, it’s time to do research and development. “This would be a great list of people that I could warm-call into,” Resseguie said. “And I could probably build a level of effectiveness where I could warm-call these individuals, but the one thing better than a warm call is a qualified suspect.””

## **Raving Fans and Highly Respected Nominators**

To be more effective, look at the people you are 1st Degree connections with who could make introductions to people in the prospect list, he said. In particular, you are looking for common connections who are “raving fans” of yours and “highly respected nominators.”

“Raving fans” are your 1st Degree connections who are likely to speak highly of you and be willing to recommend you to others. “Highly respected nominators” are people who have achieved success and hold influence among their colleagues. Then you can solicit information and introductions from your respected raving fans, and those introductions are likely to be even more effective than warm calls. You can even ask your raving fans to send notes of introduction and make it easier by providing suggested language for them to use.

“The one thing better than a qualified suspect, is a qualified suspect who is teed up by a highly respected nominator whose name carries significant weight,” Resseguie said.