



TIPS FROM THE TOP

BY CONNOR BEHRENS

JOE ROBINSON'S PHILOSOPHY: EVERY CLIENT, EVERY TIME

For agent Joe Robinson, selling insurance started as a happy accident. That was more than 10 years ago, and he hasn't turned back since.

"In 2012, a friend invited me to stop by his office in downtown Bangor, Maine. He was working with a financial advisor, who asked me to chat. In talking with him, the whole financial advisor idea struck a chord with me immediately. I love meeting people, hearing their story and helping them. This career is all those things, and more."

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Joe has brought his love of helping people with him to American National, which has contributed to a special connection with clients by always being intentional to put leadership before salesmanship.

"My goal is to make sure the walls come down and that the client is comfortable enough to connect and talk," he said. "I am here to serve you rather than sell you on something. I tell every client in our first meeting that I am not here to sell them

anything. That first meeting is solely to get to know the client and determine whether or not we should work together and how I could help them. The goal is to create a mutually profitable relationship."

Life insurance is at the core of how Joe connects and builds relationships with clients.

"If you ever cross paths with me, you will hear about this thing called life insurance," he said. "My philosophy is simple, 'Every client, every time.' I promote what life insurance provides and accomplishes whether you live healthy, become ill, die prematurely, or need an alternative tax advantaged retirement strategy. I talk about concepts, not products."

It's this mindset that has allowed Robinson to excel in this business, MLGA John Heller said.

"Joe's passion for helping others is evident in every interaction he has with his clients and prospects," he said. "Joe truly operates without 'selling' any specific product or policy. Rather, he provides solutions to people's problems and guides them through their process of discovery."

If an agent finds themselves struggling to sell insurance, Joe suggests to dig deep, get advice from others and think about what a client wants from an agent.

"Don't stay in the struggle but rather persevere through it to success," he said. "Humble yourself to reach out to an agent that is better than you, more knowledgeable and learn everything you can. Admit the struggle and ask for help. Do joint work and learn how their process can add to yours. But whatever you do, don't lose heart. You should always retain the sense of duty and importance that comes with being able to help people protect what matters most to them." ●