



The MCP *Insider* eNewsletter



Revealed: Keys to EIA Sales Success

by Dorice Maynard

As always, our annual agent survey yielded some great responses and even better insights into the EIA industry, direct from the 'front lines' of sales: you!

The focus this year was on sales frequency, techniques and resources. A majority of agents reported that their overall EIA sales had increased last year, bucking the industry trends we saw reported of lower EIA sales.

So what made the difference? From the demographics of respondents and their answers, I was able to draw some conclusions. It appears in general that agents who are younger, more technology-friendly, and take a financial planning approach to EIA sales with emotional/conceptual motivation techniques are more successful than those who rely on sales methods of presenting company brochures and employing conceptual/emotional sales tactics on their own. Agents who primarily relied on "gut feeling" or company materials to choose an EIA were also less successful than those who turned to a coach/mentor or 3rd party software to help with EIA selection.

Sales focus was also a big issue: Those who were securities licensed more often reported decreased EIA sales, over those who were only life licensed.

Finally, NASD/SEC oversight appears to be a sore spot. When asked about their feelings on "national sales standards" being set for the EIA, most assumed this referred to regulation by the NASD, and were indignant at the prospect of the EIA being treated as a security.

Use the link below to view the entire survey results, and read comments that were left by respondents.

[View 2006 Survey Results >](#)

NEW Demo Webinar Schedule

Now that we have 2 Suites for 2 different types of users (Basic or Professional), we are dedicating a separate day of a live Demo for each. Wednesdays are now "Basic" demos conducted by Dorice Maynard. Thursdays are "Pro" demos conducted by Mitchell Maynard.

Space is limited, so be sure to register for a session at least 24 hours in advance.

[Register for a Demo Webinar >](#)

Contents

[2006 Survey Results](#)
[MCP Software versions](#)
[NEW Webinar Schedule](#)
['Secret' Discount](#)

Demo Webinar Schedule

Please take a moment and register for this month's sessions.

BASIC Version:

- Wed Feb 7th, 1 PM PST
- Wed Feb 14th, 1 PM PST
- Wed Feb 21st, 1 PM PST
- Wed Feb 28th, 1 PM PST

PROFESSIONAL Version

- Thur Feb 8th, 1 PM PST
- Thur Feb 15th, 1 PM PST
- Thur Feb 22nd, 1 PM PST

[Register for a Webinar >](#)

What's the Difference?

We offer two online tools and two software Suites. Here's a quick breakdown of the differences:

- EIA Ratings - "Grades" EIA credit methods.
- EIAAnalyst2007-Lite - Simple EIA Hypotheticals.
- MCP Suite 2007 Basic - Hypotheticals, Monte Carlo, more.
- MCP Suite 2007 Pro - Asset allocation, Portfolios, more.

Contact Us

MCP Premium Software
 3337 S. Bristol St. #55
 Santa Ana, CA 92704
www.mcpremium.com