



Case Study **Insurance Agent Learns How to Keep Score**

"I'm a very competitive person," says Steve Arrington, an independent agent with Farm Bureau Insurance. "What Team Nimbus has taught me is how to keep score in my business."

Steve attended a Team Nimbus Fast Track program, designed to "double your income in 90 days," two years ago and learned that dollars weren't the only number he needed to track in his business. "I went into the program focused on dollars. I was just thinking that it would be great to double my income. I learned that I needed to focus on people first. If I doubled my clients I could more than double my income."

Even before attending the Nimbus Fast Track program Steve had a large network, but working with Bill Davis of Team Nimbus North Carolina has helped him to utilize and develop it more effectively.

Before becoming an insurance agent Steve had worked in the golf industry, and still had many contacts there. He had also been a member of BNI for several years. "I never make a cold call," he says.

Team Nimbus has helped him learn to develop and deepen his relationships, not only with clients and potential clients, but with strategic partners and referral sources also.

One technique he learned through his work with Bill is the catalyst event, a social event designed to bring people together in a relaxed atmosphere so that they can both deepen relationships with people they already know and expand their base of contacts. One of his favorite types of catalyst event is the wine social. He has teamed with two other area business people, a home stager and a financial analyst, to the socials for referral sources.

He has found that in the past two years peoples' perception of him has change. "Now people think of me as a person who has a lot of connections. They come to me and ask, 'Do you know so and so,' and I usually do."

Team Nimbus has also helped Steve in other ways. As a member of a Nimbus Mastermind group he meets monthly with a small group of business owners and independent sales professionals from a variety of industries. The Mastermind group is a great place for him to bounce ideas off other people and learn from their experiences. "I'll come in with something I think is a great idea or a solution to a problem and after we've talked it over for awhile I may walk away with a totally different take on the situation."

"Farm Bureau offers excellent company training and I always take advantage of it. But I have also learned that training from outside resources is also valuable. Without Team Nimbus I wouldn't be as far ahead in my business as I am today."