

The Un-System: A \$200 Million Annuity Consultant Tells All

You won't believe how successful NOT following a turnkey program can be!

Tom Vick is barely over 30 years old, but that hasn't stopped the Chicago native from producing many of the nation's most successful advisors.

A second-generation retirement specialist, Vick spent much of his childhood at seminars and on appointments, watching his parents dazzle rooms filled with prospects. So it's no surprise that, over the years, he's learned what works in this industry and, more important, what doesn't.

Using the tech savviness of his generation, Vick created a **unique approach to retirement and annuities that has agents and advisors taking note**. In fact, last year, he led a small team responsible for writing more than \$200 million.

Recently, he joined Life & Annuity Masters, a national, holistic IMO that's built its reputation around taking great care of their partnering advisors, as well as the clients they serve. As their annuity training consultant, Vick is introducing a unique process that's flipping cookie-cutter systems on their heads.



Tom Vick
National Director, Annuities

Q: As a new leader at Life & Annuity Masters, what do you bring to the team?

A: I know where agents and advisors are coming from, their struggles. I know it can't just be a daily grind, where you are always anxious about your paycheck. I help advisors find a genuine way to stand out to prospects that builds a meaningful and fulfilling practice AND puts food on the table.

Q: What is unique about your process that sets Life & Annuity Masters apart from other IMOs?

A: We build reputations first and capture revenues second. I know a lot of IMOs offer so-called systems. They have marketing gimmicks and recruit agents with trips. I don't. **I don't have a system. You might even call it an un-system.**

What I have is a process that develops an advisor into a very attractive personal brand — one that comes straight from the heart of the advisor. We build a unique practice around that brand, which guarantees they'll be set apart from their competition. It's very genuine. It builds trust with prospects faster and helps advisors feel comfortable

and fulfilled in their day-to-day lives. And that's something that can never be taken away or copied.

Q: Could you briefly describe the steps in your process?

A: First, advisors need to realize what can be automated in their practice and what can't, so they can manage their time better. After that, we focus on making the advisor uniquely gifted to serve people, and we build their personal brand from there.

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Next, we figure out the most powerful way to position their unique selling proposition so clients can identify with it and say, “Hey, that's a guy who's trustworthy, cares and knows what he's doing.”

After all, this business isn't just about getting an annuity product in the door. It's built on relationships and trust. So, if you're just doing stuff that's used by the guy next door, how does that bring value to someone who has saved their entire life?

I give advisors their own unique platform to stand on and be recognized.

Q: How much success has this approach had for your advisors?

A: I can say that I've grown advisors from nothing to having a reputation where the best FMOs in the country are chasing them. I don't like giving exact numbers, so I won't. But what I think I've done is helped those advisors realize the definition of success is not just the amount of assets they've gathered, but their satisfaction and quality of life they get from my process of coaching. ■

To watch a video on how Vick's unique coaching process works, visit **www.BrandedInsurance.com** today.

