

MDRT speak – bring one idea home and you pay for your trip!



MDRT

The Premier Association of
Financial Professionals®

e-news

MDRT Australia

Ph: 1300 833 892

Winter 2009

Founded in 1927, MDRT provides its members with resources to improve their technical knowledge, sales and client service while maintaining a culture of high ethical standards.

Whole Person Thought

"Winners are Ordinary People with Extraordinary Determination."

Rob Winch, Castle Hill, NSW

MDRT Annual Meeting – The MDRT Annual Meeting in Indianapolis USA, as always, was an exhilarating experience. We were entertained by world famous Irish tenor Ronan Tynan at the 50th Anniversary Foundation function and this set the stage for an exceptional meeting. Economist Dr Fareed Zakaria, author, editor of Newsweek international and Economics Commentator for CNN provided an insight into today's economic turmoil by turning back the clock to 1979. Probably the most recognized name to address us was Sugar Ray Leonard, as he spoke of his boyhood dream to become a superstar, and the lengths he endured to bring the dream to life.

Other speakers challenged us to take our businesses to the next level by being committed to our clients, our families, ourselves and having a balanced life between business and personal. There were MDRT member speakers who addressed the Main Platform with moving personal experiences who challenged us to be better advisors and in turn better people. – *Extracts of commentary provided by John Campbell.*

MDRT Top of the Table – Members that qualify Embrace Change at the 2009 Top of the Table Annual Meeting being held on 7th – 10th October 2009, in Hawaii, USA.

Excelerate Program – The MDRT Excelerate program is being presented as a two day 'Boot Camp' experience this year at a total cost of \$250 per consultant. These would be run from August to October 2009. This opportunity is being extended to non members who want to better understand the Sales process. For further details please contact service@mdrtaustralia.net.

AFA Conference – The AFA National Conference is being held at Royal Pines Resort Gold Coast from 4th – 6th October 2009. This year MDRT Australia will be taking a booth at the conference and also hosting a Breakfast on Monday 5th October with guest speaker John O'Shaughnessy.

Sales Idea - Drive the profitability of your business by serving and seeing your A class clients more and providing more services to them. We have increased our revenue by using the 80/20 method; improving profitability on the top 20% improves 80% of the revenue. We work on the philosophy that if you cannot see value in what we do then we have not deserved the right to charge you a fee..... Mathew Gale NSW

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State Updates

Victoria

Next Area Meeting - Royal Brighton Yacht club on July 23rd from 3.00pm till 5.00pm followed by drinks until 6.00pm. Guest speaker will be Russell Collins plus videos. I attended the MDRT annual meeting in Indianapolis and once again came away with some great business and lifestyle ideas, which I am looking forward to passing onto my clients, and other Financial Planners via the MDRT communications. We are holding regular monthly committee meetings with 6 members and some interest being shown by others wanting to join our committee. We spend 30 minutes at the end of each meeting discussing one sales idea that is working for one of the members.
Best wishes, Ross Hultgren

South Australia

With two other MDRT SA members – Peter Moyle and Richard Campbell, I recently returned from the MDRT Annual Meeting and, as always, the meeting was an exhilarating experience. We were privileged to welcome new Australian MDRT members to the meeting. I encourage you to qualify for MDRT membership in 2009 and then commit to attend the 2010 MDRT Annual Meeting in Vancouver, Canada. Next MDRT Local Breakfast Meeting will be held on 29th September at the Lion Hotel, North Adelaide 7.00am for 7.15am start. *Kind regards, John Campbell*

Queensland

Next meeting : The Brisbane Club August 19th @ 7am – 9am

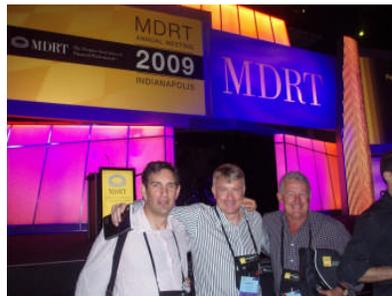
Last meeting : We decided to use a speaker with a bit of a difference. It is always important to know what is going on with our world through the different generations so we welcomed Matt Freedman, an entrepreneur with tremendous drive and enthusiasm. He has helped countless small and medium size business grow in both good and tough times. Matt believes that the world is full of endless opportunity, and business success comes from packaging simple ideas with effective business models so we can stay in contact with peers/clients and market ourselves through a variety of channels including facebook, myspace etc. which have taken the world by storm. *Regards, Roy Hall*

New South Wales

Annual meeting, I had the pleasure of taking first timers Alan Lake and Paul Mollica who thoroughly enjoyed the meeting and thought that was the best four day investment of their time. Main platform was excellent with some amazing focus sessions.

We now have a replacement for me with Guy Mankey taking up the role of State Chairperson NSW from the 1st September 2009. Guy has been a member of MDRT for 7 years, has spoken at numerous MDRT functions and he is welcomed in the new role. I will stay on and work with Guy for the next three months to assist with his transition into the role. *Kind regards, Mathew Gale*

Photos from MDRT Annual Meeting Indianapolis



“You’re not in this business unless you’re into MDRT”