

# EAGA Business Builder

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## The speaker today was J. P. —New York Life



Jon Paul Espinosa is a Texan; born in Houston. Not much discussion about the growing up years, except for a life changing event that happened in 1989, when he was 9 years old. A family meeting was called by J.P.'s father to let them know of the dreadful situation that existed. The elder Mr. Espinoza had lost his job some months before and was having difficulty finding other work. J.P.'s mother had just been told that she had a very serious illness, and without a certain surgery, would die. Finances were becoming even tighter and the family was about to lose their home, so would be moving in with the grandparents. At that meeting, very early in his life, J. P.

learned the meaning of despair; foreclosure; desperation and other sad words. It appeared to the younger Mr. Espinoza, that his family's circumstances were almost all the result of being poor. He did not want to ever be in that situation again, so made himself a promise that, when he grew up, he would never be broke. From that time forward, Jon Paul looked for anything—and everything—that he felt would generate money. Always looking for a way to make a buck J. P. had a lot of different jobs: selling Amway products; a cell phone rep; a book salesman. He may have even been the Fuller Brush Man at some point. At 20 years of age, he was attending school—and keeping one eye out for a new way to make money. That was when Mr. Espinoza met an obviously financially successful gentleman. The guy was in the pace maker business. JP offered to help him do that. The man was not interested in having J. P. for a partner, but he did tell Mr. Espinoza to go sell life insurance if he wanted to make a pretty good living. At 21, J.P. joined New York Life. He told his mother of the new adventure, and she was substantially unimpressed. As a matter of fact, she strongly objected. She said he should become a fireman because firemen do good work and they have good benefits and a good pension. J. P. considered her suggestion for 3 or 4 seconds, then headed off to his new attempt at making money. Eighteen years later, at 39 years old, J. P. got the call that his father had cancer.—24 days later his father passed away. One of the nasty words that J.P. had encountered long ago, reared its ugly head again - "eviction". His mother was in that situation because, when his Dad died, she could not afford to buy the house they were living in, and could not afford to relocate either. The 'make some money' efforts had been working for JP and he had put himself in a position to get his mother into a new house (and a new car), so she would not have to re-live any of the events from 30 years earlier. J.P. has not slowed on his trek to be financially well off. Along the way he determined that a lot of people take the wrong approach to getting money. They ask "How" can I get rich? Instead they should be asking "Who" do I need to help me get rich? Along the 'having a bunch of money' theme, Mr. Espinoza recalled the Ocean's Eleven movie. Danny Ocean wanted to steal money from a casino. He didn't know about security systems; or explosives; or casino procedures; or most anything else that would be needed to be successful. So he put together a team of people that had an extensive knowledge about each of the individual components that would be needed for the heist. The success was in the team work, not the individual efforts. J.P. decided to take the same approach to make his goal more successful. Today he is the Managing Partner of the New Mexico General Office of New York Life and he has gathered teams to aid New York Life personnel in accomplishing their, and the company's, goals. Beginning at the beginning, any successful salesperson needs leads. But chasing leads is not the way, just like going out to chase fish is not the way to bring home dinner. One takes some bait and hook and entices the fish to come to them. The Lead Generation Team uses that approach to 'catch' leads for the sales people to have. Then the Conversion Team provides guidance for how to convert the lead into a client. Next, the Delivery Team assists in matching the company's services with the client's perceived needs. Finally the Retention and Up-Sell Team instructs salesmen about how to make sure that the client relationship is transitioned into an ongoing friendship. That friendship provides an opportunity for a better understanding of the client's evolving situation, and how that may allow them to benefit from other services that New York Life offers. As J. P. phrased it, the overall program provides the sales staff the ability to "maximize the lifetime value" of the client. If you need life insurance, you can Call Mr. Espinoza. He is not in a position to sell you any, but will certainly be able to refer you to someone who can. J. P.'s job is to cull 8 new sales/adviser hires from the 250 or so applicants that New York Life will receive this year....then name them successful. But don't worry about J. P. not earning anything as a salesman, he is doing OK as Managing Partner. And it was obvious from his presentation, he can always get a gig as a motivational speaker, or a 'how to make some money' preacher. Can I get an "Amen"?

## Business Leads:

None written down today

## Reciprocity:

None written down today

- ◆ A reminder that we are about to publish the new Membership Directory. It is very important that your business and contact information is correct. 1) This coming Tuesday, Kevin will, one last time, make copies of his Membership Ledger available. Please take a minute to make sure that the data on those sheets is correct. If it is not, change it right on that sheet. If the information is correct, please initial that you have seen and verified it. 2) Go to the EAGA website and verify that your information is accurate in the 'Directory' portion of the Members Only section. If your information is not correct, please change it now! If you don't remember your credentials for the website (eaganm.com) you can have the password reset for you. Click the 'Member Login' tab at the top right of the initial window. On the log in screen that pops up, enter your user name (first initial and last name -no spaces) then click the "Lost your password?" phrase just below the box. Instructions for resetting the password will be sent to your email address of record. If you are not sure what email address is on file, see the list noted in 1) above.

## Badge Board Greeters

Feb 26th	Tom Briones—Briones Business Law
Mar 5th	Bruce and IB Hoover—Business Environments
Mar 12th	David Dworkski Team 1st Technology
Mar 19th	Frank McCallister—Color New Mexico
Mar 26th	
Apr 2nd	

## Upcoming Speakers

Feb 26th	Randy Baker—DRB Electric
Mar 5th	Tom McMahon—Premuim Shopping Guide
Mar 12th	John Baerman—Susie N Cleaners
Mar 19th	Pat Wallace—Essential Pest Management
Mar 26th	Mike Skolnick—Excalibur Realty
Apr 2nd	David Dworski—Team 1st Technology

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