



Kaneski's Process Helps Other Agents Reach the Top

Chairman's Council Agent Steve Kaneski, Northern California Office, Chairman of the 2016 Advisory Board of Directors (ABD), knows a thing or two about helping agents boost their production. Of the 36 new members of Chairman's Council, 12 attended Kaneski's workshops. "This year, many of my former workshop attendees stopped me or my team and thanked us for moving them to the next level." • Kaneski leads three to five workshops annually at the American Airlines Training Center in Dallas, Texas, and those who've attended his workshops and put his methods into practice tend to see significant increases in their production. And as ABD chairman for the third consecutive year with 1.2 million council credits, the 2008 Council President also knows a thing or two about boosting his own productivity.

Kaneski understands why his workshops lead to significant jumps in production. "New York Life agents are the best trained in the industry. But when working with 10 different leads, it's hard to come up with 10 different approaches from scratch. If you systematize it, you get better at your craft. Research shows we don't multitask as well as we think we do. Many times, when someone's talking, you're caught up with thinking what you're going to say next. If you have a set of responses ready for various situations, you can get deeper into the conversation because you can truly listen and read their body language, figure out what their needs are, and then quickly select a response from the ready-made deck of cards in your head."

While it's reflexive, it's not automatic. Kaneski is clear that agents must be well-versed on New York Life's products and training before making his process their own.

Kaneski works primarily within the health care community, but indicates his systematized approach is common among all professionals. "All high-end professionals work from a track. When a patient walks into the exam room, the first couple of things the doctor says are always the same," Kaneski says. "Or when you're building a bridge, there's an equation for load-bearing — you're not inventing that anew every time. I'm a huge believer in process; it makes us better at what we do. Using these processes creates a level of consistency in your practice," he explains. It generates a predictable outcome.

Share the Wealth of Knowledge

"You have to give back to where you've gotten," Kaneski believes. "I walked through New York Life's doors 27 years ago. I sometimes think of all the other companies I could have chosen, and how different the outcome would have been for me." With Agency support, the workshops are now part of his routine. The agents he works with are already successful — including some Cabinet agents. Yet they are looking for ways to reach the next level to ensure continued, consistent success.

The Kaneski Process

Kaneski's workshops help already hardworking agents work smarter by providing a system that lets them focus on listening and observing, not thinking about what to say next. "Some agents are using a handsaw to cut a tree trunk, and I'm trying to show them how to use a chainsaw." It's an important point. "If you're constantly reaching back into your brain to bring up the next words you're going to say, are you able to listen in that moment? Can you watch the interaction of the couple?"

It's equally important to select the right prospects and clients. "You have to make sure you're talking to the right people," he says. "Many times, agents worry about what to say when they should worry more about who they are saying it to."

How do you find the right people? "It's a

comprehensive integrated marketing plan," he explains. "We work our existing clients. The more you service a client, the more referrals you'll get. Those referrals are far more valuable prospects than any you could find another way." Kaneski's practice touches clients at least 10 to 12 times a year, whether with an annual review, newsletter, holiday card, or event. "Client events have worked well for us. We put together something nice, where we're sending the client the message 'We appreciate you.' And we ask them to bring a friend along who may be interested in hearing what we have to offer." For this kind of word of mouth to work, your reputation must be stellar. "Good news travels fast, but bad news travels faster. Everybody has to have a good outcome."

The Kaneski Process is based on his belief in the value of life insurance. "I can't teach character. But I can teach people of character how to achieve their financial goals. People of character want to protect their families, they want to save for retirement and help their kids go to college. They just need help figuring out how to do that, and that's where we come in. When you work with people who are seeking us out, who know they need our help, it's a much different appointment and a much better outcome for all." ■



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Small Lesson Yields Big Results

President's Council Agent Jamie Thom, Louisiana Office, credits much of his success to his attendance at Kaneski's "Key's to Success in the Medical Community." The workshop gave me a process I now use with practically every prospect. I no longer have to reinvent the wheel for every single meeting. I have green folders and blue folders: green for the first meeting, and blue for the second. They're filled with third-party articles and other material I may need. I have stacks of each ready to go, and I just grab one when heading to a meeting. Later in the process I customize everything as needed, but usually what you need for those first two meetings is the same. I know what's in each and the script that goes with them. The folders save me time, but more important, they save my mind from having to think about those details. Now, when I'm with a client, I'm really there, and I'm relaxed. I attended the workshop twice [spring 2014 and fall 2015] because I saw that it worked and reinforced my understanding of the business. Most important, it showed me things that would have otherwise taken me years to learn.



President's Council Agent Jamie Thom with the folders he uses to simplify his sales process. It's one of many adjustments he learned at a workshop led by ABD Chairman Steve Kaneski.

"Keys to Success in the Medical Community" is available through The Nautilus Group for qualified agents. Go to [Agency Portal > Careers > Nautilus Group](#).