

# SALES LEADER PROFILE

## MAX REINEKE OF LIBERTY

“If I worked hard enough I could determine my own income.”

### How did you get your start?

I joined Woolworth's after doing military service as a trainee manager, joined the Edgar's Group as store manager and became national sales manager for a Clothing Manufacturing Company. I was approached by Liberty in 1991 to join them, saw that I could help people and work my own hours so I could watch all my children's sport while they were at school and if I worked hard enough I could determine my own income. I joined the Liberty Group as a trainee in October 1991 and was offered a contract in January 1992. I remember when I mentioned to my father that I had joined Liberty as a trainee in October he said that I should get a proper job in January, I still haven't found a proper job. I am unemployed until I sit in front of a client.

### Did you always plan to go into sales?

No. I wanted to become a Vet, but after dissecting all sorts of things I decided that I preferred sales, I used to work in my father's hi-fi stores during varsity vacations. I had a knack for sales; I would sell more than double what the other salesmen did on a Saturday morning in my father's stores.

### What is the greatest thing about being in sales?

The greatest thing is dealing with people and being able to sell them products that will protect them and their families from financial disaster. It is great knowing I am able to help.

### What makes a great salesperson in your experience?

A great salesperson needs to do what they say they will do! Too many salespeople talk the talk but don't walk the walk.

### What makes a lousy one?

A lousy salesperson is the one that just wants to make a quick buck and is not passionate about his product and his customers.

### Describe the structure of your day?

My day starts at 7.00 am when I drop my son at school. I have meetings planned at least a week in advance and I normally have four client interviews each day with some admin time at the end of the day back in my office. I generally work from 7 am until 6 pm for four days per week with Fridays being my admin and client visit days where I just visit clients to see what is happening in their lives. I receive many prospects at these visits.

### Is it easier today, or more difficult, to be in financial services sales?

It was definitely easier when I started. There was less competition and products were very simple so clients could understand them more easily. Today the products confuse both clients and the



people selling them. I try to keep it simple. More compliance also means more paperwork than ever but I suppose it is necessary.

### What piece of advice would you give to a new financial adviser to help them succeed?

Work a full eight hour day. See as many people as you can as there are many professional people out there that are hopelessly underinsured. Please do the right thing as your clients will respect you for being honest and will support you. If you promise that you will do something please do it. Most importantly be a Financial Advisor not a product salesman! Read Og Mandino's The Greatest Salesman in the World.

### Name three things that you couldn't live without on a daily basis as a top professional?

I couldn't live without technology Blackberry laptop – I read about three books at any one time. Good backup staff. I have two PAs. Lots of mini holiday breaks during the year and my annual three week holiday each year into the Alps to ski and plan my next year. **SG**