



Mugwump

By EDISON STEWART

Journal

So how was your summer? Betcha spent all your money. If you looked at the signs at the gates when you came in, you probably already know what a fine institution this is. But welcome to UNB anyway. This is your home for the next several years. Some of you will be leaving us come Christmas time, but that's all part of the fun.

Be good, stay out of trouble, and write if you find work. Surely to God you've already thrown your beany away. The beany - Chris Gilliss' gift to all you frosh people - should have been thrown out with last spring's garbage. But they've used them for years now, and my guess is that they probably will for some time. Been hassled by an upperclassman yet? Don't let that bother you: they aren't any smarter than you - they've only been here longer. Summer's gone (or may as well be) and fall will be here soon. So will the second annual Fall Festival, if the SRC gives it the necessary approval.

Things have been hopping with Len Jones in Moncton lately. Len was re-elected Mayor over the summer, and immediately charged his opponent with "dirty tricks." (Looks like a case of the pot calling the kettle black.) Lately, Len donated a flag to the city - and said it was at his own expense. Problem is, one of the councillors discovered that not all of the money came from Len for his gift. Apparently there was some unauthorized use of city funds.

Tsk, tsk. But the people of Moncton keep voting this man - "the best little politician in Canada" according to the English Speaking Association - back into office. I guess they deserve him.

Our noble and vacillating Premier visited the English speaking Association recently to defend his government's bilingualism policies (which at best have been to do nothing) The ignorance of the crowd - many of these over-aged two year olds shouted him down when he tried to speak - was predominant. And if you ever read one of their ads in the Gleaner proclaiming they're not an anti-French organization, go to a meeting to see. It's a bunch of crap. When I was there several rambunctious characters threatened to put the French six feet under.

About 80 percent of the crowd was from Moncton. At least one was a United Church minister from the same area. Sort of nice to know not everybody believes in the brotherhood man, isn't it? By the way, our health centre is going to have some new personnel within the next several months. Dean of Students Frank Wilson is presently looking for a permanent Doctor for the centre, and not before time.

Here's a note for all you people planning to fly home on weekends and such. Air Canada (that big silver bird in the sky) doesn't allow people to fly standby on Fridays or Sundays. There are weekend fares, though. Trouble is, they're higher than the standby fares students usually get.

The rail strike is over, and in the worst possible way. When the rotating strikes began, people all over began to feel the pinch. The unions promised to keep the grain moving in the West and the ferries in the East. All considered, it wasn't a bad deal. The country was undoubtedly suffering, but it wasn't anywhere near crippled. Then workers began ignoring the directions of their union leaders. The grain stopped moving. People were stranded on PEI or Nfld. And no advance notice was given for the strikes either. People who used the commuter services in Toronto, for example, were stranded late one night after a strike was announced.

The complete walkout followed. We know the result of that. And while I'm all for giving the workers the right to strike, I think it should be used with discretion. The railway companies are not free from blame either. They refused to bargain realistically with the workers, waiting for the inevitable: the recal of Parliament and the workers' forced return to work. Both attitudes turn me off. Somewhere in between, there has to be a way for unions to bargain with their employers, without damaging the country to such a large extent as we've just seen.

By the way, The Brunswickan is definitely interested in your talents. The paper needs people to write news, sports, feature length, in-depth articles, as well as book, theatre and movie reviews. We need poetry, short stories - practically anything you can name. We need people to help us paste-up - a very simple process really.

Our office is in Room 35 of the SUB (that's on the first floor). Walk in and announce yourself. You'll instantly be made to feel wanted (believe me, you'll be swamped.) You'll be showered with love and affection. And you'll get to participate in one of the best years we've ever had.

Don't be shy. No experience in any field is necessary. We have the people here to train you. Give us a try, ok? See you next Friday.

## Story was 'abortion of truth'

Dear Sir:

The article on life insurance by Rick Grant in your March 2nd issue is an abortion of the truth. It certainly does not apply to Canada.

In fairness to the students who read your paper let's tell it like it is. In the life insurance business there are great opportunities for university graduates in the career of selling life insurance and many are proving it. If Rick Grant or anyone else wants to talk to any of these graduates about their present life insurance careers, we can give them a long list.

Here are the facts. In Canada in 1965, 5 per cent of the new life insurance agents were university graduates. This proportion has increased steadily each year to 22 per cent in 1971. These statistics come from the Life Insurance Agency Management Association (LIAMA), a highly respected research organization which serves the life insurance industry in Canada and the United States.

If, in addition to the above figures, you include new agents who have some university experience, the total figures are 18 per cent for 1965 increasing to 37 per cent for 1971. Clearly the interest of university students in a life insurance sales career has increased dramatically in recent years.

### Grants credibility is monumental

Rick Grant suggests the odds against survival as a life insurance agent are 100 to 1. His credibility gap is monumental. What are the real odds?

The LIAMA statistics for Canada show that 11 per cent of new agents survive with the same company for five years. In addition, 25 per cent of the terminators stay in the life insurance business but move to other companies. Thus about one-third of all new agents succeed through the first five years. After five years LIAMA figures show a continuing success ratio of over 90 per cent.

### Compares favourably with other industries

Next question. How does this compare with sales personnel in other industries? Quite favourably. Remember, however, that a sales career is a discipline that focuses the spotlight on failure or success rather quickly and decisively.

Assume you have a group of individuals who have the normal aptitudes required for selling life insurance. The great divider that separates the successes from the failures is the willingness to do an honest and intelligent day's work.

The above LIAMA figures show that two-thirds of all new entrants to life insurance selling don't really have the necessary desire or self discipline to do the job.

We are convinced that the agent success ratio for university graduates is much higher. Unfortunately, LIAMA does not yet have success data for university graduates. We therefore give you the experience of several life insurance companies in Canada.

Since your article was adapted from Poundmaker published at the

University of Alberta, here is a case history of a group of graduates from that University.

### Average age of recruits is 27

The Edmonton branch of the New York Life built a highly successful marketing organization from U of A grads during a twelve year period from 1956 to 1967. During that period 17 grads were recruited as life agents. At the time of recruitment their average age was 22. Today 12 (70 per cent) of these grads are still in the life insurance business. The oldest is age 37 and the youngest is age 27. Here's the 1973 box score for these 17 grads.

8 - Still with New York Life - 1 head office sales executive, 2 branch managers, and 5 highly successful agents. Their earnings categories are as follows:

- 2 - \$50,000 plus
- 4 - \$25,000 - \$50,000
- 2 - \$15,000 - \$25,000

4 - Now with other life insurance companies - 1 branch manager, and 3 successful agents.

3 - Returned to University for further study. One is now a lawyer and another is a doctor.

2 - Left the life insurance business for another vocation.

### Recruiting approaches are definitely sincere

The London Life has been actively recruiting at Canadian universities since 1954 for positions in their Group Benefits Sales Division and since 1963 for their General Sales Division. By the end of 1972 here is their outstanding result:

In Group Sales Dept. 105 Grads were hired, 60 are still with the company and Success Ratio is 57 per cent

In General Sales Dept. 107 Grads were hired, 64 are still with the company and Success Ratio is 60 per cent

Rick Grant doubts the sincerity of recruiting approaches for sales management positions. He should take a look at the Manufacturers Life. This company has 35 branch sales managers in Canada and 14 of them were hired directly off campus. In addition there are 5 assistant managers and 26 management trainees in the stream all of whom joined the company after graduation in recent years. ManuLife, as it is called, has 11 university grads on the head office sales executive team.

The Canada Life has a specially designed campus recruiting program which has been operating more than ten years. Graduates are brought directly into the head office and then undergo training and experience both in sales and in sales management. Eventually, each individual selects his preference for either group business or individual business and for management or sales. Here is the box score from 1960 to 1973.

73 - university graduates recruited  
48 - still with Canada Life (66 per cent)

3 - head office sales executives  
12 - branch managers  
33 - agents (group or individuals)  
University graduates who enter the life insurance business as

agents are usually quick to join the Life Underwriters Association of Canada (LUAC) which is the professional society for life insurance agents. In particular they take advantage of the Association's five-year program of training and education leading to the designation Chartered Life Underwriter (CLU). Those who succeed are thereby placed on the same plane as lawyers, accountants, and others who counsel the public on their financial affairs.

The life insurance agent's job is to obtain clients who trust him and look to him for continuing service. When this is done well it is a rewarding experience both for the agent and the client. In 1972 LUAC arranged with LIAMA to conduct a scientific survey of agency opinion among LUAC's 15,000 members across Canada. Here are their responses to some of the statements submitted:

95 per cent said I get a definite feeling of accomplishment from the work I am doing.

86 per cent said my morale is high.

80 per cent said I have security in my present job.

83 per cent said I like the commission form of compensation.

86 per cent said I don't have to use pressure to get a person to buy life insurance.

If any university graduate is interested in exploring a life insurance sales career, his first step is to contact a life insurance company and request the opportunity to complete the Aptitude Index Battery (AIB) which has been researched and validated by LIAMA over many years.

This particular AIB must be sent to LIAMA headquarters where it is graded and the result is sent directly to the head office of the insurance company. The company will refuse to enter into an agency contract with anyone whose AIB score is below the cut off point.

If the red light is not flashed by the AIB result, then you can investigate further. In addition to learning all you can about a life agent's job, pay special attention to the nature and extent of the training and supervision which the company can provide. Is it really designed for university graduates?

Also talk to several graduates who are now working as life agents. Consider your own qualities of self discipline and sincere interest in the welfare of others. Do you want to be an entrepreneur or a cog in some corporate machine? Whatever you do, don't be misled by Rick Grant's uninformed opinion.

In conclusion, a brief personal testimony. I am a graduate with two degrees from University of Toronto and am a graduate of Osgoode Hall law school. My career has been entirely in the life insurance business - 10 years as an agent and 16 years as an Association executive. The agency experience was of tremendous value - the period of greatest growth. I highly recommend it.

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