



GOLD MINE

Life insurance is a business of relationships and emotions. A life insurance salesperson's only investment is the range and depth of contacts that he or she has. The more contact you generate and the more you maintain, the more you can sell. A life insurance salesperson does not have to invest in land, buildings, machinery, etc. in order to sell. He or she needs to know people and over a period of time, invest time and money in them. Your first step to becoming a successful life insurance salesperson is to list at least 500 names. A list of 252 segments given below helps you to recollect the names of persons you know. Take the blessings of God and go right ahead, no one can stop you from being successful.

How Deep Is Your Gold Mine?						
Look At The GIFFT The World Has Given You						
My friends (11)						
School friends	College friends	Neighborhood friends	Father's friends	Mother's Friends	Sister's Friends	Son's friends
Daughter's friends	Friends from sports	Friends from music/other interest groups	Spouse's friends			



My relatives: (18)						
My father's brothers	Father's brothers' wife's relatives	My Father's sisters	Father's Sisters' husband's relatives	My Brother's wife's relatives	My Sister's husband's relatives	
My father's brother's children		My Father's sister's children				
My Mother's brothers	Mother's brothers' wife's relatives	My Mother's Sisters	Mother's Sisters' husband's relatives	My son's wife's relatives	My daughter's husband's relatives	
My Mother's brother's children		My Mother's Sister's Children				
My neighborhood – your area of very high trust (32)						
TV mechanic	Cable TV operator	Vehicle mechanic	Security watchman	Post office agent	Laundry	Newspaper vendor
Vegetable vendor	Provision store	Petrol pump owner	Milkman	Bakery	Fruit vendor	Library
Auto rickshaw drivers	Taxi drivers	Regular place of worship	Morning walk friends	Gym friends	Photocopying centre	STD Booth

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Restaurants	Ganesh/ Pooja/ Navratri committees	People in my housing society	People in my housing society	People in my housing society	People in my housing society	People in my housing society
People in my lane	People in my lane	People in my lane	People in my lane	Others living nearby	Others living nearby	Others living nearby
My Contacts from the offices I worked in earlier (3)						
Contacts from my first job	Contacts from my first job	Contacts from my first job	Contacts from my first job	Contacts from my first job	Contacts from my first job	Contacts from my first job
Contacts from my second job	Contacts from my second job	Contacts from my second job	Contacts from my second job	Contacts from my second job	Contacts from my second job	Contacts from my second job
My past customers (life insurance)	My past customers (life insurance)	My past customers (life insurance)	My past customers (life insurance)	My past customers (life insurance)	My past customers (life insurance)	My past customers (life insurance)
My past customers (life insurance)	My past customers (life insurance)	My past customers (life insurance)	My past customers (life insurance)	My past customers (life insurance)	My past customers (life insurance)	My past customers (life insurance)
My past customers (other than life insurance)	My past customers (other than life insurance)	My past customers (other than life insurance)	My past customers (other than life insurance)	My past customers (other than life insurance)	My past customers (other than life insurance)	My past customers (other than life insurance)
My past customers (other than life insurance)	My past customers (other than life insurance)	My past customers (other than life insurance)	My past customers (other than life insurance)	My past customers (other than life insurance)	My past customers (other than life insurance)	My past customers (other than life insurance)

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Trade/Industry Associations (12)						
Timber merchants association	Steel merchant association	Small scale industries association	Chemical manufacturers association	Automotive components manufacturers association	Textile manufacturers association	Vegetable Mandi associations
Grain Merchants Association	Chamber of Commerce	Trade Unions	Market street association	Teachers' Association	Any Other	Any Other
Retirees (12)						
Retired armed forces associations	Armed forces welfare associations	Army/Navy/Air Force wives' associations	Retired policemen's association	Territorial Army	Persons who have retired/taken VRS from banks	Persons who have taken VRS recently
Persons who have retired from state govt.	Persons who have retired from central govt.	Persons who have retired from municipality.	Persons retired from private companies.	Retired teachers	Any other	Any other
Professional Associations (14)						
Bankers' Associations	Stock brokers' associations/stock exchanges	Mutual fund associations	Vegetable vendors association	Taxi drivers association	Industrial area associations	Commercial building associations
Local Chartered Accountant chapter	Local Chartered Secretary chapter	Local Cost and Works Accountants chapter	Local ICFAI chapter	Local Institution of Engineers chapter	Local Indian Medical Association	Other professional associations
Professionals (14)						
Lawyers	Management consultants	Income Tax consultants	Sales Tax consultants	Engineers	Software engineers	Auto consultants
Nurses	Doctors	Chartered Accountants	Architects	School teachers	College teachers	Commodity exchanges

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Government (7)						
Municipality/ BDO	Police	State Government	RTO	Ration Card office	Tahsildar's office	Court
Builders and real estate (14)						
Builders	Contractors	Housing colonies	Real Estate Agents/brok ers	Brick manufacturers	Civil Engineer associations	Public works
Sand/Gravel contractors	Electrical contractors	Plumbers	Masons	Vaasthu/ Astrology/ gems/ palmistry/ Feng Shui/ Numerology	Bamboo suppliers	Cement suppliers
Small business (46)						
Gold merchants	Marriage Bureaus	Cyber cafes	Call centers	Marketing Agencies	Packers and movers	Barbers
Vehicle mechanics	Vehicle dealers	Departmental stores	Watch makers	Dial phone services	Tailors	Cycle shop owners
Super markets	Footwear	Provisions & Groceries	Textiles/ Garments	Beauty parlors	Whole sale distributors	Electronic shops
Interior design	Furniture	Hardware	Computers and accessories	Hotels/ restaurants	Bakeries/confe ctionaries	Books/cards/ magazines/n ewspapers
Stationery	Car show rooms/ garages/service centers.	Two-wheeler/ three-wheeler show rooms	Petrol pump dealers	Main shopping streets	Recruitment agencies	Domestic vessels shops
Industrial oil shops	Photocopying shops	Brass vessel shops	Copper shops	Gold merchants	Street side vendors for tea, fruits, etc.	Musical instrument shops

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Tractor mechanics	Diesel engine mechanics	Seed and Fertilizer shops	Farm equipment shops	Land dealers	Other small businessmen	Other small businessmen
Sales and marketing (12)						
Medical Representatives	Banquet managers in hotels	Shop keepers in your locality	Credit card salesman	Bank DSA salesmen	Mutual Fund salesmen	Post office agents
Telemarketing	Salesmen in companies	Retired salesmen	Time share salesmen	Direct selling salesmen	Diesel engine suppliers	Other salesmen
Medical (5)						
Doctors	Medicine distributors	Pharmacists/ medical shops	Pathologists	Radiologists	Hospitals	Medical equipment distributors
Community and Social groups (10)						
Rotary Club	Lions club	Jaycees Club	Other Clubs in town	Temples	Churches	Mosques
Other places of worship	Bengali Association	Gujarati Association	Maharashtra Mandal	Malayali Association	Other Linguistic community associations	Caste based associations
Educational Institutions (11)						
Schools	Colleges	Universities	Distance education	Libraries	Private management schools	Hotel management schools
Computer training centers	Language training centers	Yoga/meditation classes	10 th Standard coaching centers	IAS coaching centers	Engineering coaching centers	MBA coaching centers
Companies (21)						

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Chemical companies	Textile companies	Engineering companies	Computer companies	Footwear companies	BPOs	Small units closed down recently
Petroleum companies	Edible oil companies	Rice mills	Food processing companies	Sugar mills	Stone quarries	Functioning small industry
Horticulture	Aquaculture/ fisheries	Transport operators	Shipping companies	Logistics companies	Deep Freeze facilities	Other companies
Recent developments in your town (5)						
Large public works undertaken	New road construction	New bridge construction	New housing construction	Any other new construction	New industrial estates	Newly privatized electricity services
Miscellaneous groups (5)						
Housewives	Sportspersons	Artists	SEZs	Recent Migrants	NRI's	Labour contractors

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