



Re: Meeting Follow up 
Jeffrey G Trinkwon to: Brandon Rowell
Cc: 

02/19/2010 03:55 PM

History: This message has been forwarded.

I will try and connect with him this weekend, he is tough to catch- especially being in CA

Great note!

Let's go get em

Have a great weekend!!

Jeff Trinkwon
Zone Director
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Metropolitan Life Insurance Company
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Atlanta, Ga 30328



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and MSI are affiliates
Brandon Rowell

----- Original Message -----

From: Brandon Rowell
Sent: 02/19/2010 03:14 PM EST
To: Jeffrey Trinkwon
Cc: 
Subject: Re: Meeting Follow up

Jeff,

Thanks for your quick response.

1. I will reach out to  to find out who this rep is myself and then loop you back in.
2. I understand the Math, and agree that this calculation is fair.
3. I plan on spending the next few weeks tearing into the list of brokers I found on the Yellow Pages. As I come across agencies that currently handle groups of 500 or more, I will get you involved as I would love to go on some joint calls with you.

Also,

You mentioned that you brother wrote , have you had any luck finding out what strategy he took?

Thanks,

Brandon Rowell
Account Executive
Metropolitan Life Insurance Company®

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Jeffrey G Trinkwon Brandon, thanks for the thoughtful response and... 02/18/2010 05:35:00 PM

Jeffrey G
Trinkwon/Ins/MetLife/US
02/18/2010 05:34 PM

To Brandon Rowell/Ins/MetLife/US@MetLife
cc [REDACTED]

Subject Re: Meeting Follow up

Brandon, thanks for the thoughtful response and I look forward to assisting you in anyway I can. I have looked for the info re: #2 below, and can't put my hands on her name. I would reach out to [REDACTED] to discuss the sale and he could provide you with her name (Western region rep). I believe they also have other promising cases in the pipeline and there could be some good learning there.

As far as the sale quota this is how I arrived at it. I contacted sales and productivity during the quota planning process to determine what the historical average CE would have sold by 9/1 for the upcoming January. The response was on average a rep would have sold 55% of their Jan 01 starting goal. The January starting goal assumed was 60% of total sales goal based on historical for our office to hit quota for the year. I then added the remainder in for the non Jan sales effective dates that I assumed you would have been here to attain.

Here is the math

assumed full year goal- \$6,000,000
60% Jan starting goal= \$3,600,000
55% CE by 9/1= \$1,980,000
remainder- 6 mil- 3.6 = \$2,400,000
Total = \$4,380,000

Please note that this is a very quick calculation and I may have used a slightly different starting point. However this is within \$41,000 of your actual goal of \$4,421,477. We briefly discussed this yesterday and

you did not disagree, and you felt that having a starting point of roughly 2 mil for Jan 01 given your block and opportunities at the time would seem to be fair. Please let me know if you disagree and I will certainly take your points into consideration.

As a comparison ██████ Skelley has a 2010 sales goal of 3.5 million for ML and she transferred to National accounts in Oct/ Nov but she had the Jan 01 opportunity space.

Thanks again and as discussed this afternoon lets uncover some opportunities, develop a plan of attack and go see some folks. I will be available for you every step of the way.

***** NEW ADDRESS*****

Jeffrey G Trinkwon, Zone Director
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Brandon Rowell

Jeff, Thank you for sending this note over.

02/18/2010 04:03:23 PM

From: Brandon Rowell/Ins/MetLife/US
To: Jeffrey G Trinkwon/Ins/MetLife/US@MetLife
Cc: ██████
Date: 02/18/2010 04:03 PM
Subject: Re: Meeting Follow up

Jeff,

Thank you for sending this note over.

I look forward to working with you to achieve the growth that you believe is necessary to do this job!

I have responded to your deliverables below in blue.

Also, per our conversation yesterday, please provide:

1. The calculation you used to arrive at my goal for 2010.
2. The name of the rep who has recently closed the Association business. I would like to reach out to them so that I can learn as much as I can.

Thanks,

Brandon Rowell

Account Executive
Metropolitan Life Insurance Company®

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Jeffrey G Trinkwon Brandon, I wanted to follow up from our meetin... 02/17/2010 05:35:48 PM



Jeffrey G
Trinkwon/Ins/MetLife/US
02/17/2010 05:35 PM

To Brandon Rowell/Ins/MetLife/US@MetLife
cc [REDACTED]

Subject Meeting Follow up

Brandon,

I wanted to follow up from our meeting today and lay out the deliverables.

1) Monday meeting- You accepted the meeting notice for Monday 2/22 at 2:30 pm. Thank you
No Problem.

2) Self assessment on dental knowledge. Based on our conversation and results to date I would like for you to do a self assessment on selling in the new environment we are operating in. We will use this to lay out a plan of Learning to assist your growth and development that will lead to increased sales and persistency success.

I believe I could benefit most from spending more time in the Contractual Analysis Tool.

3) Association listing. You indicated you would send me the listing you have so that we can make assignments to reps. I want to be very careful to not assign out any cases where we have had some success, you indicated FOP as one group and said there were a couple of others. Also please lay out ones that you would like to be assigned to based on any research etc that you have completed. I would like to get this by close of business tomorrow if possible.

The attached spreadsheet has two tabs. Those on "Brandon's" are the associations in which I am beginning to uncover an opportunity.

[attachment "Association List_xls.zip" deleted by Brandon Rowell/Ins/MetLife/US]

4) Provide at the Monday meeting, any success you have had in uncovering new broker opportunities.
Will do.

As mentioned I really want to see you engaged and passionate about your role here at MetLife. This opportunity is what you make of it, and I know that with some intense focus you can create opportunities that you currently don't believe exist, and I sincerely want to help you in this regard.

I am very engaged, and I am very passionate about the job that I do every day. I do however want to offer one point of clarification. I DO believe that the opportunities exist! My concern at this point

is not the difficulty in finding opportunities, its the ability to close these opportunities in a reasonable amount of time.

Thanks and please feel free to discuss any of the above with me at any time.

***** NEW ADDRESS*****

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