

Willie Nowlin Puts Forth Strong Challenge To Sales Managers

The team-building session was already sizzling with enthusiasm when North Carolina Mutual's Willie Nowlin Jr. put forth a challenge to his 23 sales managers and agents. The managers and agents make up North Carolina Mutual's Charlotte district.

The district is already the largest of North Carolina Mutual's eight districts in North Carolina with an annual income of about \$1.5 million.

Knowing this, a confident and high-spirited Nowlin eyed the group of managers and agents, pointed to an item on a typed handout:

"This district will become the number one district in the company," Nowlin declared.

"Only the agents can make this happen."

The agents, an impressive group of suited executives, women and men, would mingle unnoticed on a downtown street or at a shopping mall. But to Nowlin and other NCM executives, they are the company's lifeline.

"Charlotte agents have an advantage (over agents in rural areas) because financially, Charlotte has more to offer than most cities," said Daniel Harvin, a sales manager and NCM employee for 11 years. "We have new products and we're offering people what they have needs for."

As for rural areas, said J.C. Martin, a sales manager in the Asheville area, "some people can't afford (insurance) but they can't afford not to have it."

Nowlin offered advice to push the agents on the road to being No. 1. He challenged them to develop 10 prospects a day, conduct at least five interviews a day and keep a sale a day.

William Forney, a field training and development assistant based in Durham, but working temporarily in Charlotte, told agents, "The best job in the company is that of the agent. You are the boss."

Nowlin says all NCM agents are being trained in advanced insurance selling so to keep up with changing trends in insurance. Some agents are already enrolled in a two-year training course - the Life Underwriting Training Council. Four Charlotte district agents are currently in the program. With training, agents will be better prepared to offer insurance packages to better suit the needs of the Charlotte district. That market is divided into five major areas in the southwest part of the state, with a manager heading each area.



J. L. Petty Jr.
.....Sales agent



J.J. Crawford
.....Sales agent



Habakkuk Taylor
.....Sales agent



Kathy Guest
.....Sales agent



James Tate
.....Sales Agent



Margaret Burris
.....Sales agent



Kenneth Byers
.....Sales agent



Henry Lewis Jr.
.....Sales agent



Mary Hinton
.....Sales agent

Because of potential growth in the Charlotte area, Nowlin says the number of agents will likely increase by five in early 1989. "From then on," he promises, "the district will skyrocket. The agents will make it so."

Here is a closeup of the sales managers and agents who sell NCM insurance in the Charlotte district:

Staff Area Five is made up of mostly rural communities in Gaston, Cleveland, Rutherford, and Lincoln counties. Most clients served are textile workers. Clinzo Meeks, 42, of Gastonia, has been with NCM for 12 years and has been a manager for about six months.

Habakkuk Taylor, 54, of Polkville, has been an NCM agent for 11½ years. He serves four counties.

Kathy Guest, 29, of Shelby, has been an NCM agent for two months. Her clients are in four counties.

Margaret G. Burris, 60, of Gastonia, has been an NCM agent for six years and serves the Gastonia area.

Charles Spencer, 31, of Gastonia, works in Gastonia and Bessemer City. He has been an agent for six weeks.

Staff Area Four is predominantly textile country, and agents serve mostly mill workers, mostly in Mecklenburg, Rowan, Ca-

barrus, Stanley and Iredell counties. This area includes the City of Charlotte. The area is half rural and half urban.

Robert Cohen, of Kannapolis, is sales manager. He says he is looking for a good candidate to be an agent in the Kannapolis area.

Viola Barrett, 57, of Concord, has been an agent 24 years. She works in Cabarrus and Stanley counties.

Kenneth Byers, 30, of Concord, has been an agent for four years. He works in Iredell County.

Doretha Davis, 24, of Charlotte has been an agent 10 months. She works in Charlotte in the

Constance Fluid, 32, has been an agent at NCM for almost four years. She serves as secretary of the Charlotte Agency Force, a support group made up of Charlotte district agents. She works in the University Park and other west Charlotte areas.

J.V. Tate, 35, of Charlotte, is president of the Charlotte Agency Force. He joined NCM 13 years ago as an agent. He works in Biddleville-Five Points, Rozzells Ferry Road and other west Charlotte communities.

Henry Lewis, 40, moved to Charlotte recently from San Francisco to become an agent. He works throughout the state and has developed a financial planning analysis for church groups with at least 10 or more members. He has been with NCM for about six weeks.

Ann Austin, of Charlotte, is financial secretary of the Charlotte Agency Force. She was out of town and not available for an interview.

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