



Herman Colin

Location: Naucalpan de Jua, Mexico

Membership status: 8-year member, 4 Court of the Table qualifications and 1 Top of the Table honor

MDRT involvement: Membership Communication Committee Zone Chair for Latin America



Working makes me feel fulfilled and useful.

How would you describe your work life?

Although I like to exercise and spend time with my family, it is essential for me to go back to the routine of work. Working makes me feel fulfilled and useful.

What is your target market?

Mainly employers or employees with high incomes. Most of them are between 30 and 50 years old.

What is your best marketing tip?

Let prospects know you are there to help them. If they don't buy, the most affected in the relationship will be the prospect and their family. All you have to do is keep looking for people who are interested in their future and the future of their loved ones.

What do you find most fascinating about our profession?

That with only one document, we provide security, welfare and hope. The families are protected by buying what we provide.

What can the MDRT membership expect from your committee this year?

Strong growth in my area, mainly in Brazil and Mexico. There are opportunities for both of these countries.

How do you stay motivated month to month?

Knowing that this is a profession that never ends, I set objectives for myself that I must achieve. Once I reach them, I set more and more. It's like reading a book — some are very easy to read, and

you devour them quickly. Others are very heavy and difficult to understand, but even if you are not enjoying them, you must finish the reading. When you finish, you will always face the satisfaction of having accomplished your task. Then there is no other option but to set a new goal and go for it.

What tips would you give to new advisors?

If they want to grow quickly, they need to seek help from the experienced ones. By attending an MDRT Annual Meeting, they will have 10,000 experts who provide ideas, support and mainly a unique experience that they need to take advantage of. The more they get involved and contribute, the more they will learn from the experts.

What are your interests outside of business?

Sports and my family. I played baseball from when I was a child until I attended university. From the age of 5 until now, I have been involved in triathlons. I have also finished three Ironman 70.3 and two full Ironman competitions. Currently, I do not have any upcoming events, but I keep training so I stay in good condition.

Where do you see yourself in 10 years?

I have 20 years in the insurance business, but in the upcoming 10 years, I see myself managing my business in a more systematized and strategic way, and delegating everything that has to do with the administration. By doing this, I will have more time to give back what I have received from this business. **RT**

Contact Herman Colin at hcolin@giosc.com.mx.