

A G E N C Y

# SPOTLIGHT

Volume 2, Issue 4

## BRIAN HAYDEN

Success is in  
the details

PROSPECTING GOLD  
Agents share  
their best practices

What does your office  
say about your business?



SMART THINKING, REWARDED<sup>®</sup>

# BRIAN HAYDEN SUCCESS IS IN THE DETAILS

He's affectionately referred to as "Mr. Bowtie" and "The Pro" by his peers, but spend a few minutes with Brian Hayden and you'll quickly realize those fun-loving nicknames are actually glimpses into what make him a top achiever in his field.

Hayden, who is consistently among the company's highest performers and a three-time agent of the year, is a stickler for detail – in his dress, presentations and day-to-day interactions. The epitome of the southern gentleman, he's rarely seen in anything but a suit and bowtie. Even his office – a renovated historic building located in downtown Oxford, Mississippi – exudes class. From the handmade furniture and pressed tin ceilings to the bricked interior walls and pine wood floors, quality is a must and emphasized at every turn.

These choices, however, are far from random or simple personal preference. Hayden strives to make each person who walks through his door feel confident they are getting the same top quality attention.

Hayden acknowledges that he has built his entire business and reputation around delivering on what he says and making every person feel valued.

"It is all about the execution," Hayden explained. "At the end of the day, people don't care as much about the cost of insurance as they do the representation, so I work hard to create an experience whether it's on the phone, with an email or in person."

Hayden began developing that high-quality, high-class experience even before he graduated college. He worked as an intern for an American National agent while attending University of Mississippi. By the time he graduated with his degree in insurance risk management and managerial finance he was well versed in the industry and primed to apply his personal touches to his business. It wasn't long before he found his niche with life insurance and financial planning. Hayden has been a Million Dollar Round Table member since 2011. He was the 2011, 2013 and 2014 American National Multiple Line Agent of the Year as well as the 2012, 2013 and 2014 Southern Stars Regional Agent of the Year.

Regional Director Dave Lamont says clients immediately know with Hayden they'll get top-notch service.

"You know in the first 30 seconds you want to do business with Brian," Lamont said. "There is no doubt that he is committed and will work hard for you."

MLGA Mike Washburn echoes that sentiment. "Brian gets to work early, he stays late and he studies a variety of newsfeeds to stay current and be able to interact on just about every subject...he just does everything right," he said.

"We love to tease him about being such a sharp dresser, but the reality is he's a very impressive young man who has success written all over him," Washburn added. "Every client, every person is made to feel like they are the most important person when they interact with Brian."

Another key to Hayden's success is his desire to learn (he is currently working to obtain his chartered financial consultant designation) and acquire best practices from others. He is a self-proclaimed sponge. If the company suggests a particular process he follows it to the letter. He doesn't wing it.

"The first year he was an agent he did good, the second year he did great. You don't do that unless you are learning, absorbing and paying attention to what is happening in the field and applying it," Washburn said.

Hayden sums it up this way: "You don't have to have all the answers for clients, but you have to be engaged and willing to figure it out." He also says it's key to treat all clients the same whether they are a \$500 account or \$500,000 account.

While he is quick to credit his mentors and staff for his accomplishments,



From left, Client Care Specialist Morgan Turner, Senior Associate Rusty Bolger and Associate Partner Cade Clanton with Hayden at his office in Oxford, Mississippi.

Hayden does believe some key personal philosophies have led to his success.

"At the end of the day I truly enjoy running a business and being an entrepreneur, and I just don't let myself get bogged down by the things I can't change," Hayden said.

And the real story behind the bowtie? Hayden admits he simply likes to stand out and be different. **AS**

By Donna Barton, communications specialist, Multiple Line Marketing Division, Donna.Barton@americannational.com.

## HAYDEN'S TIPS FOR SUCCESS:

- Enjoy the role of entrepreneur and make the most of the opportunity
- Be engaged with clients by creating a personalized experience from day one
- You'll never have all the answers, just be willing to do the leg work when you don't
- Don't get bogged down with things you can't change
- Put in the time and simply outwork the next guy
- Find a way to distinguish yourself and stand out in the industry
- Always schedule yourself some downtime