



SOCIETY OF ACTUARIES

Article from:

# Independent Consultant

January 2009 – Issue 23

[Print-Friendly Article](#)[Search Back Issues](#)

## Contents

- ➔ [Your Practice is a Success: Now Sell it Successfully! Part Two](#)
- ➔ [Chairperson's Column: How Entrepreneurial Are We Acting?](#)
- ➔ [From the Editor: Helpful Resources for Small Office/Home Office Firms](#)
- ➔ [Time Management: Get People Out of Your Office and Back to Work!](#)
- ➔ [Are You Linked In?](#)

**Preferred Vendors Services Expanding!**

If you haven't checked the Entrepreneurial Actuaries' (EA) Preferred Vendors site lately, now would be a great time to do so! Several new vendors have been added over the last month or so. These vendors can serve the interest of small business people and entrepreneurs. Some offer discounts to EA section members. To view a listing of vendors with a brief description of the services they offer, [click here](#).

**January EA Section Webcast:***Influential Selling: Close***Chairperson's Column: How Entrepreneurial Are We Acting?***by David Axene*

Our Section started as a Section representing small consulting firms but later morphed into the Entrepreneurial Actuaries Section. We claim to be entrepreneurs or part of the entrepreneur family, but are we as a Section actually being entrepreneurs or doing anything that resembles what entrepreneurs do? This is a question I started to ask myself last year after joining the EAS Council and as chairperson this year, started to openly ask the Council. It is always good to step back and check how things are going.

As members of the EAS, we would also like to solicit your input in what we can do to help your entrepreneurial efforts. Some of the things we have been doing are:

- High quality sessions at most SOA meetings: To date our evaluations have been high and sessions well attended. We want to continue to participate in this. We frequently bring in outside speakers at an expense to offer the best content possible.
- Webcasts: We regularly schedule webcasts providing additional content to help you. These have been well attended and will continue.
- Newsletter: We publish a newsletter which you must be aware of if you are reading this.
- Vendor Referral Program: We have assembled a list of vendors that have been recommended by other EAS members. This is intended to help EAS members and save time trying to identify what will work for them. We are not endorsing any listed vendor, just communicating who others have found beneficial. We plan to continue this but really don't know how helpful this has been.

We are looking into other ways where we can add value to you as an EAS member. As I write this, we as a Section are stepping out of the box and are recommending a social network site on LinkedIn. Although not sponsored by the SOA, we think this will provide an additional opportunity to link with other EAS members and other professionals to enhance our ability to act entrepreneurially.

*More Sales Even in the Most Challenging Markets Webinar*

Jan. 29, 12:00 - 1:30 EST

Are you a consultant, business owner or sales professional looking to "close the deal," increase revenue and tired of prospects saying, "Let me think about it and get back to you?"

Are you an executive wanting to increase effectiveness during negotiations, bolster your influence with senior management or create a positive environment in hostile times?

In this brand new, fast-paced webinar, participants will:

- Discover the most critical ingredient to influencing senior management, prospects and clients to take action,
- Learn the one reason people change,
- Understand the key role productive tension plays in every sales situation,
- Discover the five levels of productive tension and how to identify which level your prospect is experiencing
- Learn the ideal flow of tension throughout the sales (or influencing) process and the most common mistakes people make to disrupt that flow

[Learn more and register today.](#)

---

*Entrepreneurial Actuaries*

Look for more information about this on our SOA EAS Section site, the preferred vendor list. Items of interest will be posted there.

We are also planning some "show and tell" where we can share some of the experiences and activities of other entrepreneurial actuaries in a webcast. The first session will feature some health care activities and will be offered later this spring.

Let us know what else we should be doing. We want to do more, but we need your input. Help us find a better way to spend your section dues!



*David V. Axene, FSA, MAAA, is the president of Axene Health Partners, LLC, and the chair of the Entrepreneurial Actuaries Section. He can be reached at [david.axene@axenehp.com](mailto:david.axene@axenehp.com) or 951.294.0841.*

[\[ return to top \]](#)

*Section*

*Officers:*

*David Axene, Chairperson  
Sandor Goldstein,  
Vice-Chairperson  
Emil Burns Kraft,  
Secretary/Treasurer*

*Council Members:*

*Kevin Dolsky  
William R. Ely  
Michael L. Frank  
James Ramenda  
Larry N. Stern  
Frederick S. Townsend*

*Visit our [Web page](#) for more information, or view past articles at our [Resource Center](#).*

*And review special offers for our members at our [Member Benefits](#) page, from vendors recommended by other EA Section members.*

---

William Ely, Editor  
ph: 816.903.2001  
[billlely@wrely.com](mailto:billlely@wrely.com)

SOA Staff:  
Meg Weber, Staff Partner  
ph: 847.706.9585  
[mweber@soa.org](mailto:mweber@soa.org)

Jacque Kirkwood, Staff Editor  
ph: 847.706.3572  
[jkirkwood@soa.org](mailto:jkirkwood@soa.org)

Sue Martz, Section Specialist  
ph: 847.706.3558  
[smartz@soa.org](mailto:smartz@soa.org)

475 North Martingale Road, Suite 600 • Schaumburg, Illinois 60173  
Phone: 847-706-3500 • Fax: 847-706-3599 • [www.soa.org](http://www.soa.org)

**Actuaries**  
Risk is Opportunity.™