

Council of Queensland Insurance Brokers

introducing

“Savage” Steve Davis

Commonwealth Fleaweight Boxing Champion

Gold Coast International Hotel

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Final Draft

The powerpoint file can be found [here](#)

[SLIDE] Thank you for having me here today at the insurance meeting. I love you all. I love you for having me here today. I love you for cheering me on at the games. I love you for being Australian.

I am so proud of what I did for our country and the joy I brought to dozens of people around Australia by winning gold. It took a long time for me to get to the point where I am the best at what I do but now I am there I am going to enjoy every moment of it.

Except, as you would have noticed, I let myself go a bit after the games and have taken a bit of a battering in my first fight back. Being the lead dog of the pack means there are always wannabes nipping at your heels. If you sell insurance it might not be too bad, but when you are in the boxing ring and someone is keen to knock you off it can be brutal. But I'll be OK.

[SLIDE] There are a lot of people who think boxing isn't a good sport for young people, I think I am a good example that it is OK but. Sure there have been injuries and deaths in boxing, but none of them have been serious.

[SLIDE] It is hard to stay on top of the heap, but as you probably know it is even harder to get there. That's what I want to talk to you about today, what it took me to get to the top, how I plan to stay there and how you can get to the top of your heap.

[SLIDE] Being so short I am in the flea-weight division so I am pretty lucky that the heap isn't all that high, but there are a lot of fleas on this old dog, each trying to get a bit of the blood without getting scratched off.

[SLIDE] I guess I should start by telling you how I go to where I am and how that led to me being here at your meeting.

Most fighters tell the story of how they started on the wrong side of the tracks, I could too, I don't want to use that as an excuse for what I do. I'm proud to be a fighter and have got to be number one in the commonwealth by a combination of three very important things **[SLIDE]** Guts, **[SLIDE]** determination **[SLIDE]** and umm .. fortitude.

But that's my point I think. In this business you don't need a lot of brains and it is probably a good thing too because by the time you get to my level if you started with lots you probably won't have many left. **[SLIDE]**

And I think that is what I want to talk to you about today. **[SLIDE]** How you can get ahead with what you have got or haven't. In my case it isn't a lot but I have made the most of it to the best of my ability.

I want to start by telling you a bit about myself and it will give you an idea. I have two kids 14 and 8, strange names but they are getting used to it. I am doing my best to be the kind of parent that I had. A parent who encourages and does their best to bring out whatever talent is in a child. I remember when I was a kid something that my mother told me...no...hang on...it was my father.

He said **[SLIDE]** “Son, don’t become a memory, be a reality”. It took me a while to understand what that means, but since then I have tried to live my life by that motto by doing my best to be the best that I can be. As we all know, that isn’t easy, there are a lot of ways to wander from your chosen path whether it be boxing or making insurance.

It isn’t hard to lose your way and almost all of us will at some point in our career. **[SLIDE]** The mark of a winner is to know your way back to that path and for that you need a map that leads to the buried treasure whatever that is for you. For me was a gold medal. But in your case, it might be gold metal. That’s a joke...OK. I’ll keep telling the jokes, you keep picking which ones you like.

Youse all know as much as I do that the path to success is not an easy one, nor is it straight and narrow. I think the trick that kept me on the path, one that is especially useful in boxing but can be applied to any job is something that a lot of people forget. **[SLIDE]** If you only worry about what you are up to you and lose sight of your competition you are going to lose for sure. This is true in any job, but especially in boxing.

I spend a lot of time watching videos of my next opponent in his last fights and I think youse all know why, to try to spot any weaknesses before I am in the ring with him, because by then it is too late.

I noticed that boxing is a lot like ballet, except there is no music, no choreography and the dancers punch the shit out of each other.

When it comes down to the crunch, whether it is me in the ring or you in someone’s living room talking about insurance, we get so stuck in our own mission that it becomes difficult to make quick decisions about what the other guy is doing.

That’s why it is vital to have all those weaknesses in your head well in advance so you can spot the opportunities to score points as they arise.

[SLIDE] Speaking of points, in case you don’t know, unlike traditional boxing matches, in the games there are only four rounds. So the fighting is fast and furious as we try to score points from the judges. And it’s is harder to do now with computers being used to do the scoring. The judges push a button when they think a point has been earned. If three of them push for the same thing the fighter gets a point.

So when it came to my final at the games, I knew that the more I knew about my opponent and the less I worried about me, the better off I would be.

[SLIDE] He was from New Zealand **[SLIDE]** here’s a photo of him, that’s him on the right. Notice how dejected he is after losing...I love that photo and had it in my mind for the couple of days before our fight. From that photo I could tell he was pretty sensitive and likely wasn’t too hot on kiwi jokes so I used a bit of sledging as one of my tactics. As the ref was explaining the rules and we touched gloves I said “After the fight, let’s meet at the baaa”.

[SLIDE]

That pissed him off from the start and I could tell he was thinking about how to get back at me. All the time he's boxing he's thinking and all the time he's thinking, I'm hitting him. And eventually, I got him on points. **[SLIDE]** Which makes me some sort of expert to talk to you today.

[SLIDE] Oops. Oh, shit, what have I done?

I don't like computers much, I don't even have one. They said just click the mouse button, but they make me nervous. The last time I used a computer it beat me at draughts, it was no match for me at boxing but.

Boxing is really just like any business there are two essential things you need: If you are going to make a go of it you need your **[SLIDE]** basic skills but you also need to use your **[SLIDE]** brain and you need **[SLIDE]** tactics and you need good **[SLIDE]** training. Oh and you need good **[SLIDE]** support and you need a certain amount of **[SLIDE]** ability . Plus being able to **[SLIDE]** react and knowing your opponent is really **[SLIDE]** important. Also set some **[SLIDE]** goals and be hungry enough to want them badly. Don't forget you also got to have the right **[SLIDE]** tools and know how to use them. Lastly, **[SLIDE]** understand what it is your customers want and know they will go somewhere else if you don't provide it. One more thing, **[SLIDE]** Don't assume anything, because assume makes an ass out of u and me. My manager had to explain that one to me. I always thought there was only one s in assume.

I want you to think about boxing and especially the movies. **[SLIDE]** Think Rocky, Cinderella Man, Raging Bull. Sure they all have scenes where there is an actual contest taking place, but what are the main images of boxing? **[SLIDE]** Sparring, **[SLIDE]** working the speed bag, **[SLIDE]** skipping or **[SLIDE]** hitting a punching bag. That can all be summed up in one word, **[SLIDE]** training.

If I took one of you, no matter how big and boofy you are and got you into the ring with me, you would get knocked so senseless you might turn into an actuary. Why? Because you aren't prepared, you don't have the experience, your aren't trained for the job.

That is part of why you are here, to get yourselves mentally and physically in shape for the contests you have ahead. And there is no point your boss saying to you "OK, you are going two rounds with Savage Steve Davis after lunch, go prepare yourself". It just doesn't work like that...unless you are in the **[SLIDE]** sex industry.

You need to train so you can discover your own special skills and abilities, you need to know what your opponent has up his or her sleeve or else they are going to whip out something like the **[SLIDE]** Vulcan Death Grip and you won't know what to do to counter it.

In your case it would be to know **[SLIDE]** your product thoroughly so that if you are asked a question you have the answer at your fingertips. This is what your customers expect of you, that you are fully trained and ready for action.

Of course, that leads to the customers. You need to know your target market and what it is they need and want. Don't sell people the wrong product, it would be like me getting into the ring with a wrestler, I'll keep delivering the wrong punches and lose.

I think I said it before, but in case I didn't, know your competition and what they have to offer so you can easily counter their **[SLIDE]** defensive moves before they even throw them.

You know, I reckon selling insurance is harder than boxing. When I get into the ring I only have one opponent. **[SLIDE]** Well until they get into that World Wrestling free for all thing where they toss us all into a cage and the last one standing is the winner. But for now, it is only one on one.

In your case, your opponent is the other insurance products out there, but you also have the customer who you need to convince that your products is the best for their needs. I'm sure that most of you agree that doing business would be so much easier if you didn't have to deal with those pesky customers.

[SLIDE] Actually, if you combine some of my boxing training with your insurance selling then maybe you could become a whole lot more successful.

In fact, that is how I got here today. Being an amateur I need to finance my training somehow. Around boxing gyms it is easy to get involved with the hoods. **[SLIDE]** But I could see that a life of crime would see me ending up in jail sharing a cell with Bubba and he is likely to be a heavyweight. Not my idea of a good time.

No I got here because despite the boxing industry having a bit of a dodgy reputation, I wanted to be on the straight and narrow.

I saw the chance in the insurance game after I tried to insure my hands. **[SLIDE]** It was my wife's idea, she says I have great hands, but we won't go there.

I had an idea for sponsorship and got in touch with Suellen Greaves at Vero Insurance. **[SLIDE]** Suellen was interested in advertising on my boots and it looked promising. **[SLIDE]** I even offered space on my sole...you never know when I might be on my back, but for some reason thought that a better idea was to give me a job. Maybe she'd seen me fight.

Everyone knows that selling insurance is a respectable job and I saw that using my contacts in the boxing industry I had a big market to sell insurance...except life insurance of course.

I practiced sales tricks. I know you need some way of convincing people to buy, so I would just say to the my potential customers "Don't let me pressure you, sleep on it tonight. If you wake up in the morning, you can give me a call."

I even came up with a new policy: **[SLIDE]** "Dementia Insurance". This is sure to be a winner. If you remember that you have a policy, you can't claim.

One of the disadvantages of my success at the games was that people now recognize me and I have become public property. To protect my privacy I now wear a t-shirt **[SLIDE]** "Insurance agent. Ask me about life cover." No one comes near me.

I thought about studying to become an actuary, but I'm not good enough at sums. To be an actuary you need to be good at numbers. Apparently actuaries even do sex by numbers. **[SLIDE]** They know 157 different sexual positions. They just don't know anyone who wants to have sex with them.

The other reason I wouldn't become an actuary is all the jokes out there.

An actuary and a broker are watching the late news. A story comes on about this bloke on a window ledge threatening to jump. The actuary says, "I'll bet you fifty bucks he doesn't jump." The broker says, "I'll take that bet." As they watch the report the guy jumps. As the actuary reaches for his wallet, the broker says, "Don't pay, it's not fair. I saw it on the six o'clock news. The actuary says, "So did I, but I just didn't think it would happen twice."

Now, I could go on and on with these jokes, but it would take too long to explain them to the actuaries. Of course that would mean I had to understand what they mean and I don't.

Actually I don't know much about boxing when it comes down to it because I have to admit I didn't really win this medal, it is for basketball and I borrowed it from my daughter.

[SLIDE] And in case you hadn't guessed yet, I'm not really a boxer, I am a comedian.

Before we go any further I do want to acknowledge one person. **[SLIDE]** The bloke who won the flyweight division (there is no featherweight) was Jackson von Tonder Chauke. I thought it a good idea to mention him because if he heard I stole his glory and came after me...