The PRIMERICA System
“7 Steps”

No. 1
- KEEP IT SIMPLE
  • Pru. – 1 inch thick
  • A.L.W. 1 Page

? Warning – Most people fail because they spend 90% of their time doing unimportant things and only 10% doing important things...

(✈) “People Things”
Step No. 2
Recruit The Right People

Don’t Recruit:
1) Insurance Agents
2) Professional Salespeople
3) Full Timers / Start – Part Time
4) Professional Athletes
5) $100,000 + Income
6) C.E.O.’s
7) Vice Presidents
8) Smart People ? Always Figuring = ?Don’t Do Nothing
9) Pretty People – ?Don’t want, Start Bottom? Shovel the Crap

Make Exceptions

DO RECRUIT:
People “Want To” Be Somebody
“Average and Ordinary” = “Outside”
Inside = Heart of a Champion

1) Greenies
2) Centers of Influence
3) Part Time No Pressure
4) Married, Kids, Job Good Income - Age 25/50
Step No. 3
Put the Wrong People on (The Bench)

1) • Negative • Bad Attitude • Treat People Bad

TERMINATE:

2) • Do things Illegal
3) – Jeopardize the Company •
4) Stealing Money •
5) Selling Things Other Than PFS Products
6) People won’t “Do IT” “The PFS Way”... • If they
   Won’t Change – TERMINATE
Step No. 4
“12 rules”

“YOU MUST HAVE A PASSION”...
- You Win with Your Heart, Not Your Head
  - It’s Not About the Money

ALWAYS STAY IN YOUR “WARM MARKET”...
- No Cold Calling, Knocking on Stranger’s Doors, Calling Strangers on Cold Telephones, Handing Out Leaflets, etc...

PROSPECT BY “RECRUITING”!!!
- Recruit your Recruit’s “Best Friends”
- Nobody Wants To Buy Anything
- Almost Everybody Wants a Better Opportunity

“NO PRESSURE”...
- FOCUS on recruiting, the sale will happen when it’s suppose to.

NEW RECRUIT “SETS UP THE APPOINTMENT”
- Calls “Best Friends”...
- New Recruit DOES NOT talk about Products, Opportunity and so on? They ONLY set up the appointment
NEW RECRUIT “GOES WITH YOU TO HIS BEST FRIEND’S HOUSE”
–Your Best Recruits are YOUR Recruit’s “Best Friends”
–New Recruit is “Cheerleader”
–Mutual Friendships Makes It a Warm Environment

BUILD “A PERSONAL RELATIONSHIP” WITH NEW RECRUIT
–Make Him a Friend
–Friends Don’t Quit on You

SPEND ALL YOUR TIME “EARLY ON” WITH NEW RECRUIT
–Teach the “RIGHTNESS” of What We Do
–Build Crusaders
–The Best Way to Learn to Sell and Recruit is to Watch Your Leader DO IT

BUILD PEOPLE NOT SALES
–Become an Expert on Praise and Looking for the Good Things In Your People
–PROMOTE – PROMOTE – PROMOTE!!!
(Your goal – A lot of RVPs doing a little, a few RVPs doing A LOT!)
SPEND 90% OF YOUR TIME IN THE FIELD, NOT THE OFFICE
  – Recruiting
  – Selling
  – Prospecting
  – Building Personal Relationships

REWARD AND PUNISH
  – Have a Weekly Goal EX. 3 Sales & 3 Recruits
  – Reward – If you MAKE Your Goals – Take Saturday and Sunday OFF
  – Punish – If you MISS Your Goals – Work Saturday and Sunday afternoon and next week until you make up missed sales and recruits

DO Listen to leaders who are doing it or have done it, in YOUR business

DON’T Listen to motivational speakers, trainers, experts, college professors, etc

REMEMBER: YOU’RE ALWAYS ONE RECRUIT AWAYS FROM AN EXPLOSION!!!
YOU “Do IT” – First

Make Money
Save Money
Recruit
Promote RVP’s
Win Contest
( ) Whatever you want your people to do – You “Do It” – 1st …
Step No. 6

Build Personal Relationships:

☞ With Every New Direct Recruit And

☞ With Every Recruit on your Team that shows “The Potential” to be a “A 2%er” ...

Turn Recruits to Friends
Step No. 7
Part Timers are the “Heart – and – Soul” of your business...

Always Remember – • Part Timer Slow to go Full Time... –

“3 Rules”

No. 1 • Emergency Fund – “6 MOS” to “1 YR” Income saved before Full Timer

No. 2 • Have “A TEAM” and “A GOOD OVERRIDE INCOME” before Full Time

No. 3 • Prove that you “CAN DO” the Business and “MAKE A GOOD LIVING” for your family before Full Time...

☞FLASH – Flash – Flash☞:

“YOU WILL LIVE WITH YOUR FULL TIMERS EVERYDAY AND YOU WILL FEEL THEIR PAIN EVERYDAY” – So Prepare Them to Win in Advance
Questions:

No. 1) What is your “No. 1 Responsibility”?  
A) Your “Opportunity” must be great.... B) You must “Prove” the opportunity is Real by Winning Yourself First...

No. 2) Should you recruit anyone that has “No Warm Market”?  
No- A.L. Williams is NOT built Talking to Strangers...

No. 3) Should I “Sell First” or “Recruit First”?  
A) Always Recruit First... B) Nobody wants to buy Anything...

No. 4) What Does a new Recruit say to “Get an Appointment” with his best friend?  
A) I want you To Meet Somebody, or Talk about The Opportunity, Never talk about The Products...

No. 5) How Much Training is “Enough”?  
A) Sell The Goodness and The Rightness “First”, then B) Minimum of “2 to 3 Field Training” Recruiting Presentations...

No. 6) Can a New Recruit Sell Himself his Own Product?  
A) No – They “Exchange” The Right to buy from themselves (1 Sale) for The Privilege of Selling “Every New Recruit” (Unlimited Sales)...
No. 7) Now “Fast” should I get a new Recruit “Across – the – Kitchen Table” with His Best Friend?
   A) Within 1-3 Days...

No. 8) How Do I Manage “Recruiting Activity”?  
A) Study recruiting numbers Everyday and  
B) When you Miss Your Recruiting Goals, Call an Emergency Meeting...

No. 9) Why Should I have “A Large Number of Part Timers”?  
   A) The Perfect Team is “A Lot” (Part Timers) doing “A Little” and “A Few” (Full timers) doing “A Lot”...

No. 10) What is the Purpose of an “Opportunity Meeting”?  
A) To Re-inforce the concept and opportunity and Show the Bigness of PRIMERICA! Never to close a Sale...

No. 11) How many “Field Training” Presentations and Sales are Enough?  
A) No Limit – Do whatever it takes...

No. 12) ALWAYS REMEMBER – You are “ONLY 1 RECRUIT” away from an EXPLOSION