How to Build a Team

Art Williams
How to Build "A Team"
I Coach –

“the power of teamwork”

For any Leader to Succeed they must understand the

“POWER-OF-A-TEAM” and

“THE-POWER-OF-TEAMWORK”
First –

“What is a Team?”

A Team is every player working “TOGETHER” to reach A.L. Williams “GOALS – AND – VISIONS”...
No. 2 – Why Build a Team??

☞ A Team allows “Average and Ordinary” people to

Achieve Extraordinary Things…

Example

“A Salesman” – is “Out of Business” Everyday. You Don’t Sell – You Don’t Eat…

“A Team” – “Gives You”

? A Secure Income…
? An Unlimited Income…
? And New “Worlds to Conquer…”
TEAM

No. 1 Art Williams – Salesman – Disadvantages

1. Risky Income
2. Limited Income
3. Bored

Risky Income
- Sick
- Disable
Limited Income
- 1 Person
Bored
- Same over and over

No. 2 Art Williams “TEAM”

1. Secure Income
2. Unlimited Income
3. New Challenges

Secure Income
- Overrides off 1000’s
Unlimited Income
- Income Grew by Multiples
New Challenges
- New People
- New Territory
- NEVER Bored

MY BIGGEST SURPRISE

Power of a Team

Michael Johnson – 400 Meter Champion
- Undefeated – 55 Race
- Olympic Record

1996 Olympic Records
400 Meter

Michael Johnson
43.49 Sec.

Women’s
41.60 Sec.

Men’s
37.40 Sec

4 People – Passing a Baton
TO BUILD A “TEAM”…

You Must –

“A System”

⏰ Tested …

and

⏰ Proven …
You Know What?

? I Hate Sales…

? I Hate Prospecting…

? I Hate Going into a Strangers Home…

? I Hate Calling Strangers on a Cold Telephone…

? I Hate Knocking on a Stranger’s Door…

? I Hate Handing Out Leaflets to Strangers…

? I Hate Rejections…

? I Hate Handing Out “BALLOONS AND SUCKERS” to Get Parent’s Names…

? I Hate People Looking At Me As A Life Insurance Salesman…
I once heard a Speaker tell an Audience to join the Biggest Church in the Town so they would have more Potential Prospects - I HATE THAT
I know People that **Bought A Computer –**
Call a Stranger on the Phone, Talk to Him,
and **Set up an Appoitment**…

I HATE THAT
You Know What?

I Love “THE A.L. WILLIAMS WAY”...

Never Talk to Strangers…
Never Go into a Strangers Home…
Never Call on a Cold Telephone…
Never Knock on a Stranger’s Door…

Always – Talking to Friends…

Always – Have a Friend’s “BEST FRIEND” go with you to the Friend’s Home

Never – Have to Set Up an Appointment…

(Someone Does it For You)

Never – Get Lost – Best Friend Takes You To His Friends House…
**Never** – Go In The Front Door – Always The Back Door

**Never** – Sit In the Cold Living Room or Dining Room…  
Always  
1) Den or  
2) Kitchen

**Never** – Wear a Tie…

**Never** – Sell or Recruit with Pressure…  
(No Sale on 1st Interview)

**Always** – Make “2” Promises:  
No. 1 – Same Protection – 8 to 10 more  
“Cut”  
75% / 80%

**Always** – Sell What I Own…

**Always** – Sell “The Best” and “Only” Thing I’ve Got  
(Rate Book – 1 Page)
The A.L. Williams System

“7” Steps
Step No. 1

**K E E P I T S I M P L E**

**Play Book**
Football – 1st Spring – 1” Thick

1st Game – [6 Pages]

A. L. Williams – “Product” – • Pru. – 1 inch thick
• A.L.W. 1 Page

A. L. Williams – “System” – 7 Pages

? **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**

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
   - ? Don’t Do Nothing = ? Quicker Way
9) Pretty People –
   - ? Don’t want, Start Bottom
   - ? Shovel the Crap

Make Exceptions (99% Fail)
People “Want To” Be Somebody

“Average and Ordinary” = “Outside”

Inside = Heart of a Champion
Do

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

   **Put on Bench**...
   (Don’t **Terminate**)

2) • **Do things Illegal** – Jeopardize the Company
   • Stealing Money
   • Selling Things Other Than A.L.W. Products

   (**Terminate**)

3) People won’t “Do IT” “The A.L.W. Way”…
   • If they **Won’t Change** – **Terminate**

Dennis Richardson — “Pass Out Apps”

- Bad Persistency -

   • Opportunity Meeting
Step No. 4

“The A. L. Williams Way”

12 Steps

No. 1 “YOU MUST HAVE A PASSION”…
- You Win with Your Heart – Not Your Head
- It’s Not About the Money

No. 2 ALWAYS STAY IN YOUR “WARM MARKET”…
- No Cold Calling, Knocking on Stranger’s Doors, Calling Strangers on Cold Telephones, Handing Out Leaflets, etc…

No. 3 PROSPECT BY “RECRUITING”!!!
- Recruit your Recruit’s “Best Friends”
- Nobody Wants To Buy Anything
- Almost Everybody Wants a Better Opportunity

No. 4 RECRUIT THE “RIGHT KIND OF PEOPLE”…
- Do Recruit “Greenies”
- 5 Pointers
  - Married
  - Job
  - Homeowner
  - Kids
  - Age 25-50
- Recruit Everybody You Sell to
- Don’t Recruit –
  - Pretty People
  - Smart People
  - Insurance Licensed People
  - Professional Sales People
  - Professional Athletes
  - $100,000+ Earners

No 5 “NO PRESSURE”…
- NEVER See on the 1st Interview
- 3-Step Process

No 6 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
No 7  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

No 8  BUILD “A PERSONAL RELATIONSHIP” WITH NEW RECRUIT
     ?  Make Him a Friend
     ?  Friends Don’t Quit on You

No 9  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

No 10 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!)

No 11 SPEND 90% OF YOUR TIME IN THE FIELD, NOT THE OFFICE
     ?  Recruiting
     ?  Selling
     ?  Prospecting
     ?  Building Personal Relationships

No 12 REWARD AND PUNISH
     ?  Have a Weekly Goal
        EX. 5 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

 반드시 
 Make Money
 Save Money
 Recruit
 Promote RUP’s
 Win Contest

 (프로모션) 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…

(If It Doesn’t Work Out – His Family Nor Hurt…)

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”?
   A) No- A.L. Williams is NOT built Talking to Strangers…
   B) My warm Market –
      ? Coaches at Kendrick High School
      ? Teachers at Kendrick High School
      ? Parents of my Players
      ? Other Coaches and Teachers
      ? Media
      ? Parents of little Art and April’s Events
      ? Church Friends
      ? Neighbors
   C) My best warm market was my “Best Friends”…
   D) Married, Kids, Home, Job, Age 25 to 50 – Most of these have a Warm Market

No. 3) Can I recruit “Good Quality” People at Job Fairs, Ads in Newspapers, Leaflets, Ect…?
   A) Stupid Question

No. 4) Should I “Sell First” or “Recruit First”?
   A) Always Recruit First…
   B) Nobody wants to buy Anything…

No. 5) 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. 6) Why Not Sell on “THE 1st INTERVIEW”?
   A) Your Goal is to “RECRUIT HIS WARM MARKET”, Not to Sell a product…

No. 7) 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. 8) 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. 9) Now “Fast” should I get a new Recruit “Across – the – Kitchen Table” with His Best Friend?
   A) Within 3 to 4 Days…

No. 10) Be “Slow” to let Part Timers come Fulltime !!!!

3Rules
   1) Emergency fund of 6 to 12 months…
   2) Build a Team…
   3) Experience the Ups and Downs…
No. 11) When are you recruiting “Too Many New People”?  
A) When you or your leaders Can Not Field Train Each Recruit a Minimum of 2 to 3 Recruiting and Sales Presentations…

No. 12) How Do I Manage “Recruiting Activity”?  
A) Study recruiting numbers Everyday and  
B) When you Miss Your Recruiting Goals, Call an Emergency Meeting…

No. 13) How “Long” should a Full timer stay in my base shop Before I Promote them to RVP?  
A) A Maximum of 2 Years …

No. 14) Are “Production Guidelines” the only criteria for Earning a Promotion?  
A) Absolutely Not…

No. 15) Why Should I Recruit “Part Timers”?  
A) You Recruit A Better Quality Person…

No. 16) 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. 17) What is the Purpose of an “Opportunity Meeting”?  
A) To Reinforce the concept and opportunity and Show the Bigness of A.L. Williams…  
? Never to Introduce the concept…  
? Never to close a Sale…

No. 18) How Can I Build A Personal Relationship with Every New Recruit?  
A) You can’t, But  
B) Every “Field Trainer” or “Direct Leader” MUST build A Personal Relationship and make the new recruit a Friend…  
C) You build a “Relationship” with Your Every Direct “Plus” Your Potential winners down-line.

No. 19) How many “Field Training” Presentations and Sales are Enough?  
A) No Limit – Do whatever it takes…

No. 20) Why is Selling “Financial Independence” and NOT being a millionaire, Having a big home, Making a Big Income – “SO IMPORTANT”?  
A) Stupid Question…

No. 21) ALWAYS REMEMBER –  
You are “ONLY 1 RECRUIT” away from an EXPLOSION
Larry Weidel – Original 85

“Before” – Residential Contractor

“AFTER” – Weidel Team

11,000+ = Licensed Players

327= Vice Presidents

16-1<sup>st</sup>
79-2<sup>nd</sup>
76-3<sup>rd</sup>
70-4<sup>th</sup>
45-5<sup>th</sup>
23-6<sup>th</sup>

6-$1,000,000+ Earners
85-$100,000+ Earners

Larry= Before A.L.W. = $22,000

Larry = After A.L.W. = $2,300,000