

The Greatest
Opportunity
Of
Our Lifetime

NEW ASSOCIATE FAST START MANUAL

PRIMERICA

GETTING OFF TO A FAST START

Earn 50,000 points on Builders Track and witness 4 Life Transactions (one can be your personal policy) in your first 30 days and qualify for the Fast Start Award Program.

Your trainer will explain the details!

Keys to Success:

- If you follow our system, every goal or dream you have, **can** and **will** be accomplished.
- Within about 60 days from now you will be licensed and trained along with 1, 2, maybe even 3 or more licensed and trained people who are in our market, know a lot of people and have credibility.
- Several others on your team will be on track to do the same.
- You'll have an unlimited number of appointments to go on because of all of the new recruits coming on to your team that need to be field trained and you will be in a position to earn \$2,000 – 5,000 per month
- You'll be on track to be RVP within 6 months or so, however you may want to go RVP in 12-18 months, so you're mature enough in the business to run your own office.
- You could earn \$30k - \$50k in income your first year, and \$150k - \$250k plus your second year in the business.

So, on a scale of 1-10, what is your desire to make all of this happen?

- All you need to do while getting licensed is get me in front of 15 people that are in the right market, across the Kitchen Table in the next 30 days.
- How many days/nights can you give to Primerica right now? ____
- Who have you been thinking of that you would like to share this with?
Ex: Most Ambitious, Best People Person, Wants to Make More Money.
(Find out if they are qualified, if not set up interview or invite to the opportunity meeting)
- Great, let's go over what to say and role play a couple of times then we will set up your first few appointments.

After we set up some appointments, then we will go over your Fast Start Manual in more detail.

SETTING APPOINTMENTS

Hello _____ This is _____, how are you doing? (WFA) Great! The reason I'm calling is I just got started with a new company that I'm very excited about. Would you help me out and allow me to come and show it to you & _____? Great, what day would be better _____ or _____?

Possible Questions/ Objections

What is it?

The name of the company is Primerica, I'm just learning about it so I don't want to try to explain it because I'll mess it up, when we come by I'll let my trainer explain it to you, so when would be better _____ or _____?

I don't think we are interested?

Look _____ if you're not interested and it's not for you, would you feel comfortable telling me no? (WFA) Yes.

GREAT THEN WHAT DAY WOULD BE BETTER I HAVE MON OR WOULD TUESDAY BE BETTER? 6 or 8 o'clock?

I need to talk with my husband or wife first

That's fine; I'm booking my schedule right now. What's usually the best time for the both of you? We'll just set up a tentative appointment and if it doesn't work you can call me and we'll move it another time okay? (WFA) Okay.

GREAT THEN WHAT DAY WOULD BE BETTER I HAVE MON OR WOULD TUESDAY BE BETTER? 6 or 8 o'clock?

MAKE SURE THEY WRITE IT DOWN!

NOTE: No confirming phone calls after 1st contact.

If they ask you to call and remind them, say "You know what...I'm going to be pretty busy and don't want to forget or just miss you. I tell you what, I've got it written down. If an emergency comes up, give me a call. If I don't hear from you, I'll know that we're still on and we'll see you then. Would that be okay with you?"

THE RIGHT MARKET

Staying in the right market is critical to your success. If you work in the right market, you will get results and build a solid business. If you don't - you won't, it's that simple! (There are some exceptions, but they are rare, so spend most of your time working in the right market).

Client – one point each

Married
Age 22-55
Young children (under 16)
Homeowner
Employed

Business – one point each

Credible
Motivated
People Skills
Competitive
Desire to Make a Great Income

TOP 25 LIST

	Name	Phone Number	Address	Client	Business
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					

GUIDE TO SUCCESS

1. Get off to a fast start- (4 life transactions, & 50k pts 30days or sooner, get your \$99 & \$200 for mobile device)
2. Show up to ALL meetings and Trainings (show up early & stay late)
3. Bring new guests with you to opportunity meetings
4. Listen to CD's & Read books
5. Order Lamarque system on www.winwithme.com
6. Study EVERYTHING on www.bartlettchampions.com
7. Register on www.primericaonline.com (INCREASE BUILDERS TRACK POINTS OVER 100k pts)
8. Get licensed while getting trained (Register for class on Builders track scoreboard)
9. Follow our system- Plug in- HIT YOUR GOALS AND DREAMS!

PLUG IN

WEEKLY OPPORTUNITY MEETINGS:

_____ @ 7:00pm- Address is _____

WEEKLY TRAINING MEETINGS:

_____ @ 9:00am- Address is _____

WEEKLY CONFERENCE CALLS:

_____ @ 9:30pm- NUMBER _____ - _____ - _____ PIN# _____ #

Cheryl Bartlett Call Sunday 7:45AM call in#: 218-844-0860-PIN#: 218828

WEBINAR DAYS & TIMES (INVITATION BY EMAIL)

Typical Hierarchy Webinars : Friday 6:55AM- 8AM

Others:

Day: _____ Time: _____ / Day: _____ Time: _____

The Builders Track Scoreboard and Bonus

The bigger the score the bigger the potential bonus!

Watch your score increase as your activity, production and achievements are documented. You can bonus for up to 6 production months following your starting month.

Bonuses range from 10% for 50,000 points, up to 20% at 100,000 points.

As a guide you should be at 50,000 points within 30 days, and 100,000 points within 60 days.

To update the category, just click on the title, update then refresh the screen.



- Goals:** Set your goals and increase your score by 1,000 points.
- Attend Meetings:** Office Manager will document meeting attendance.
- Personal FNA:** Complete your personal FNA, increase your score by 1,000 points
- Online Orientation:** Each video you watch adds 100 points to your score!
- Life Pre-Licensing:** Register, attend and complete class and increase your score by up to 9,000 points.
- Life Exam Guarantee:** Learn how to qualify for the life exam guarantee and earn 2,500 points.
- Contact List:** Enter your Top 25 contacts and get 100 points for each one, up to 2,500 points.
- Appointments:** Log and confirm your qualified appointments and get up to 5,000 points.
- Bring Guests:** Office Manager will document attendance.
- Recruits:** Receive personal recruit credit with no maximum score potential in this category.
- Life Apps:** Life Apps earn 2,500 points toward your score with no maximum score potential in this category.

**** Must inform Office Manger who the "trainee" is for tracking Life apps ****

Other Apps: Increase your score by 1,000 points each for Auto & Home Completed Apps., Booked Loans, PLPP Cases and Securities Initial Accounts (must have appropriate licenses), & Debt Watchers with no maximum score potential in this category.

- Debt Approved:** Complete your Debt Certification and earn an additional 1,000 points.
- Life Licensed:** Increase your score by 5,000 when you become Life Licensed!
- Sr. Rep/District/Division:** Increase your score with every advancement.

- Use the scoreboard "GUAGE" to track bonus level progress
- Once licensed, scoreboard tracks month to date premium and bonus

PROMOTIONS

PROMOTION DEFINITIONS:

Showing Up	Attend all Opportunity Meetings and Trainings.
Field Trained	Witnessing at least 4 Life Applications written in your market
Licensed	Life Licensed
Direct	A person that is directly associated with you in excluding spouse/partner.
Coded	License is registered with Primerica. This allows you to write business on your own.
Builder's Premium	Annual Premium (life app) X Recruits = Builders Premium.

What is a Team Captain?

A Team Captain is someone that does a minimum of 100,000 Team Builder Premium over the previous 3 months. **Ex:** Team Premium over the last 3 months is \$10,000 and Team Recruits over the last 3 months is 10. $10,000 \times 10 = 100,000$ in Builder Premium. A Team Captain must re-qualify monthly to remain a Team Captain.

What is the significance of a Team Captain?

- A Team Captain is someone that shows stability and consistency. We have found that those who:
1. Have 1 direct Team Captain average approximately \$10,000 in premium production per month.
 2. Have 2 direct Team Captains average approximately \$20,000 in premium production per month.
 3. Have 3 direct Team Captains average approximately \$30,000 in premium production per month.

Senior Representative

- 3 Directs
- Showing Up

District Leader

- 2 Directs
- Field Trained, Licensed and Showing Up

Division Leader

- 3 Directs
- Field Trained, Licensed and Showing Up
 - 1 is a current Team Captain
 - 1 is Securities Licensed

Regional Leader

- 4 Directs
- Field Trained, Licensed and Showing Up
 - 2 are current Team Captains

Regional Vice President

- 6 Directs
- Field Trained, Licensed and Showing Up
 - 3 are current Team Captains
 - Series 26 Licensed

*****Please ask your trainer or the RVP for your Promotion Slips*****

Name: _____ Solution #: _____

Fast Start Award

Achieve 50,000 in Builders Track Points (4 life sales must be included within the 50k points) in your first 30 days and receive \$100 Scholarship from your Field Trainer and a \$200 bonus for a Windows Based PDA from your RVP upon passing your life test. The life test must be completed within 45 days of IBA date.

Names of first 4 witnessed Life Sales:

- | | |
|----------|----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |

Signature: _____ Date: _____

RVP Signature: _____ Date: _____



Name: _____ Solution #: _____

Power Builder Fast Start Award

Achieve 100,000 in Builders Track Points (a total of 8 life sales must be included within the 100k points) in your first 60 days and receive a redfly or an additional \$200 towards a net book computer to help you dramatically speed up your appointment process across the kitchen table.

Names of next 5-8 witnessed Life Sales:

5. _____

6. _____

7. _____

8. _____

Signature: _____

Date: _____

RVP Signature: _____

Date: _____

