

**A.L.
WILLIAMS
IS A
MANAGEMENT
COMPANY**

CAPTURE THE HEART

No. 1 - To win Big, you must be a CRUSADER FIRST

- People can smell a phony a mile away

No. 2 - All the business principles are EASY

- Any “dumb-dumb” can get a license
- Any “dumb-dumb” can learn how to sell, how to recruit, etc.

No. 3 - The money you can make, while important, is ALWAYS SECONDARY

- You make money AFTER you help people solve their financial problems

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No. 1 - To build a SECURE income

- Override 10s, 100s, then 1,000s of people

No. 2 - To build a BIG income

- NO LIMITS
- Recruit and promote as many people as you desire

<u>1 person</u>	Example:	<u>100 people</u>
“1 Sale”	vs.	“1 Sale”
\$700 premium		\$700,000 premium

THE MAGIC OF MULTIPLICATION

ADDITION

$$\begin{array}{r} \text{YOU} \\ +3 \\ \hline \text{x 10} \\ \hline 30 \end{array}$$

MULTIPLICATION

$$\begin{array}{r} \text{YOU} \\ +3 \text{ recruits} \\ \hline \text{x 3} \\ \hline 9 \text{ recruits} \\ \hline \text{x 3} \\ \hline 27 \text{ recruits} \\ \hline \text{x 3} \\ \hline 81 \text{ recruits} \\ \hline \text{x 3} \\ \hline 243 \text{ recruits} \\ \hline \text{x 3} \\ \hline 729 \text{ recruits} \\ \hline \text{x 3} \\ \hline 2,187 \text{ recruits} \\ \hline \text{x 3} \\ \hline 6,561 \text{ recruits} \\ \hline \text{x 3} \\ \hline 19,683 \text{ recruits} \\ \hline \text{x 3} \\ \hline 59,000 \text{ recruits} \end{array}$$

FIELD TRAINING

No. 1 - Get the new recruit in the field FAST

- Within 24-72 hours

No. 2 - Help your new recruit build their own team

- Field train to district leader

No. 3 - You must BUILD FIELD TRAINERS as your new recruit numbers grow

- Only way to keep momentum going

No. 4 - NEVER bring your new recruits to A MEETING FIRST

- Always across the kitchen table first

No. 5 - NEVER send your new recruits to OUTSIDE TRAINERS

- This is as bad as selling trash value life insurance to your people--a real screwing

A.L. WILLIAMS - A WARM MARKET COMPANY

No. 1 - Recruit a part-timer with a warm market

No. 2 - The recruit's job is to set up the appointment

No. 3 - The recruit goes with you and acts as a cheerleader

No. 4 - You NEVER sell on the first interview

No. 5 - You recruit the best friend and their market

No. 6 - The best friend sets up an appointment

No. 7 - You just do it over and over and over again

A.L. Williams does not believe in cold calling, talking to strangers, going to a stranger's home, calling on a cold telephone, etc.

*The A.L. Williams way allows you to recruit a higher quality person - 4/5 pointers and centers of influence with a warm market.