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

Example:

\[
\begin{array}{ccc}
\text{1 person} & \text{100 people} \\
\text{“1 Sale”} & \text{“1 Sale”} \\
\text{\$700 premium} & \text{\$700,000 premium}
\end{array}
\]
### The Magic of Multiplication

<table>
<thead>
<tr>
<th>Addition</th>
<th>Multiplication</th>
</tr>
</thead>
<tbody>
<tr>
<td>YOU +3 x 10</td>
<td>YOU +3 recruits x 3</td>
</tr>
<tr>
<td>30</td>
<td>9 recruits</td>
</tr>
</tbody>
</table>

#### 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.