Game Plan for Greatness
CEO Glenn Williams
Friday, December 7, 2018
Fundamentals of Primerica

1. Recruit
2. Field Train
3. License
4. Promote
Tangibles
Tangibles

The size of your licensed sales force has the most direct, mathematical impact on your income.
Tangibles

• A 10 X 10 base shop for 12 months creates $100,000 of income for an RVP

• You need about 30 life licenses to produce 10 X 10

• You need about 150 recruits to create 30 life licenses
Tangibles

Growth

You’re Growing or You’re Dying

• There’s magic in double digits
• Growth is critical for:
  – Attraction
  – Credibility
  – Confidence in the Future
Grow By Making a “RUN”

Teams are TRANSFORMED in the 12 months leading up to each milestone:

<table>
<thead>
<tr>
<th></th>
<th>$100,000</th>
<th>$500,000</th>
<th>$1 Million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team Cash</td>
<td>+55%</td>
<td>+40%</td>
<td>+51%</td>
</tr>
<tr>
<td>New Districts</td>
<td>6</td>
<td>76</td>
<td>147</td>
</tr>
<tr>
<td>New Divisions</td>
<td>2</td>
<td>20</td>
<td>36</td>
</tr>
<tr>
<td>New RLs/SRLs</td>
<td>1</td>
<td>11</td>
<td>25</td>
</tr>
<tr>
<td>New RVPs</td>
<td>0-1</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>New Watches</td>
<td>0-1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>New Rings</td>
<td>0-1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>New Diamonds</td>
<td>—</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Team Size</td>
<td>34</td>
<td>437</td>
<td>813</td>
</tr>
</tbody>
</table>

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Tangibles

Diversification

There’s Strength in Multiple:

• Products
• People
Create (or copy) a **system** for everything in your business that has to succeed repeatedly.
Tangibles

Systems are required for:

- Prospecting
- Recruiting
- Licensing
- Life Sales
- Investment Sales
- Communications
Tangibles

Maintain your systems:

• Implement
• Monitor
• Adjust
Intangibles
YOUR WHY
The Unlimited Power Inside That Drives You to Fight for Those You Love
Intangibles

Your **vision**:

- Inspirational
- Big enough
- Voice activated
Intangibles

Your leadership:

• Character
• Confidence
• Unity
Intangibles

Your example:

• Business
• Family
• Community
There’s GREATNESS Inside YOU