

Game Plan for Greatness

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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:

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

Tangibles

Diversification

There's Strength in Multiple:

- Products
- People

Tangibles

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

The background is a solid blue color with several large, overlapping, semi-transparent gear-like shapes in a slightly darker shade of blue. These shapes are arranged in a circular pattern, creating a sense of motion and interconnectedness.

There's GREATNESS Inside YOU