

95% of Solving a Problem...

Any problem...

Is to First Clearly Define in your head...

**WHAT THE HELL
THE PROBLEM IS**

**1. Your Number One
Business Goal is:**

**Personal Family
Financial Independence**

2. HANDLE YOUR MONEY!

- **#1 Reason People get out of our business is not because they aren't making enough \$... It's because they don't handle the \$ they do make!**
- **Bob Turley- "Bobby, I never had trouble making money... I just had trouble hanging onto it." ...Until Primerica.**

3. SAVE YOUR MONEY!

- **Pay Yourself First!**
- **Self-employed in Free Enterprise system**
- **RVP Contract allows you to make more money on sales and make money on overrides... Is also a contract that requires you to have a great deal more responsibility to company, your clients and those in your organization.**
- **Saving money is Hard, Keeping it is Even Harder!**

4. KEEP SELLING THE DREAM TO PEOPLE

- **#1 Responsibility of every leader at every level of our business.**
- **#1 Job as an RVP is to**

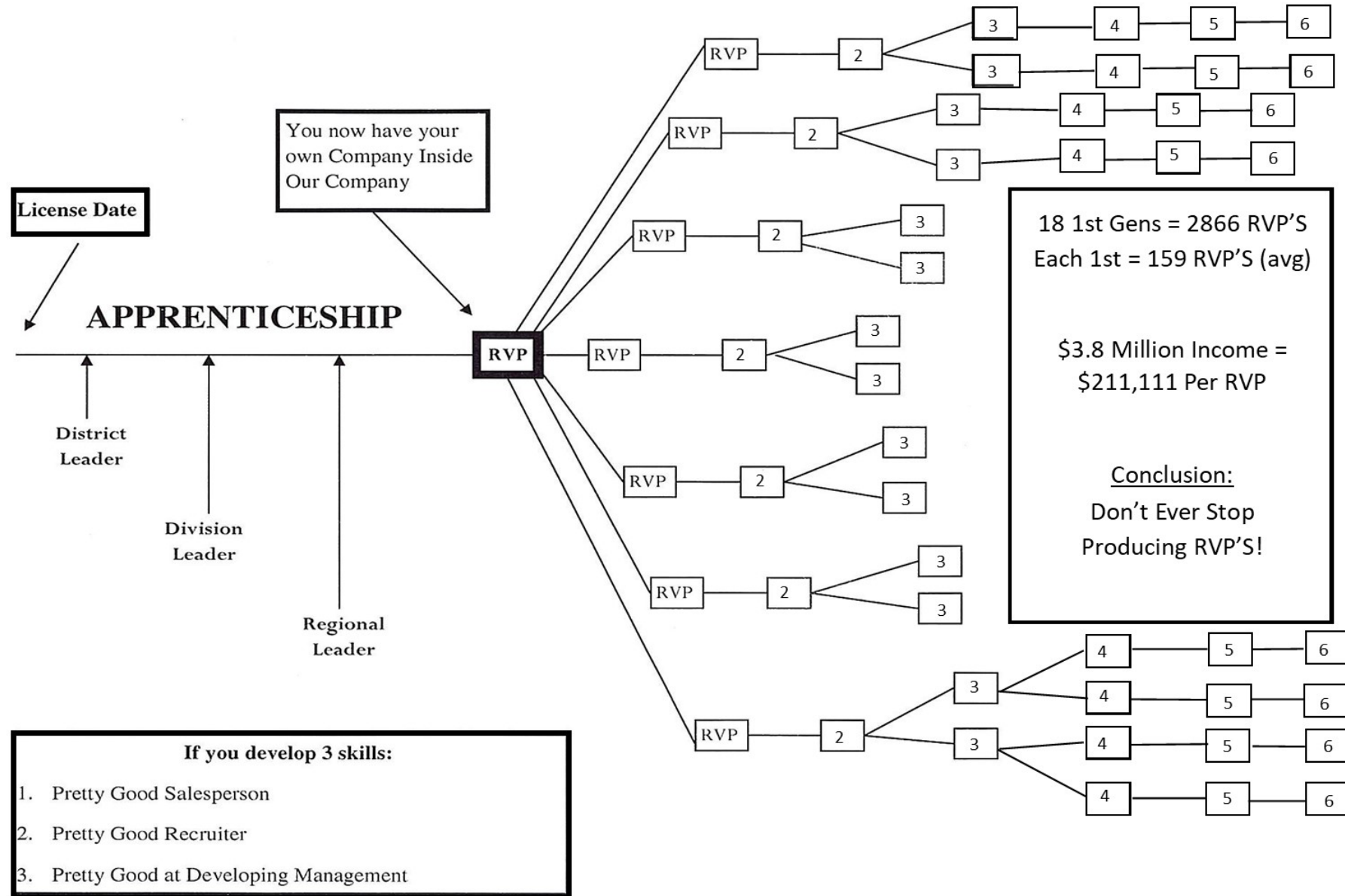
5.

**PROMOTE and
BUILD more**

DAD-GUNNED

RVP's !

MULTI-MILLION DOLLAR OPPORTUNITY



6.

“YOU GOTTA MAKE A PROFIT!”

Make Some Money; Save Some Money

Business Goal = Personal Family Financial
Independence

7.

**PRACTICE WHAT
YOU PREACH!**

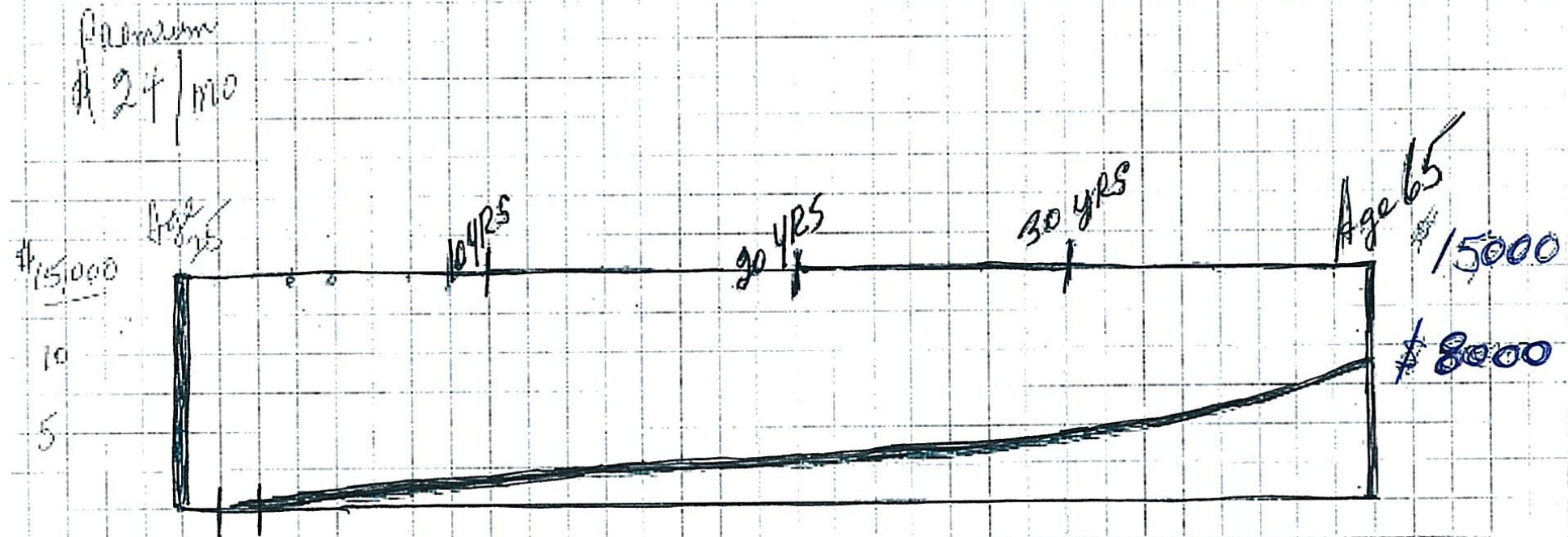
BUY TERM , AND INVEST THE DIFFERENCE

**PRACTICE WHAT
YOU PREACH!
Dad Gummit!**

Simple Concepts

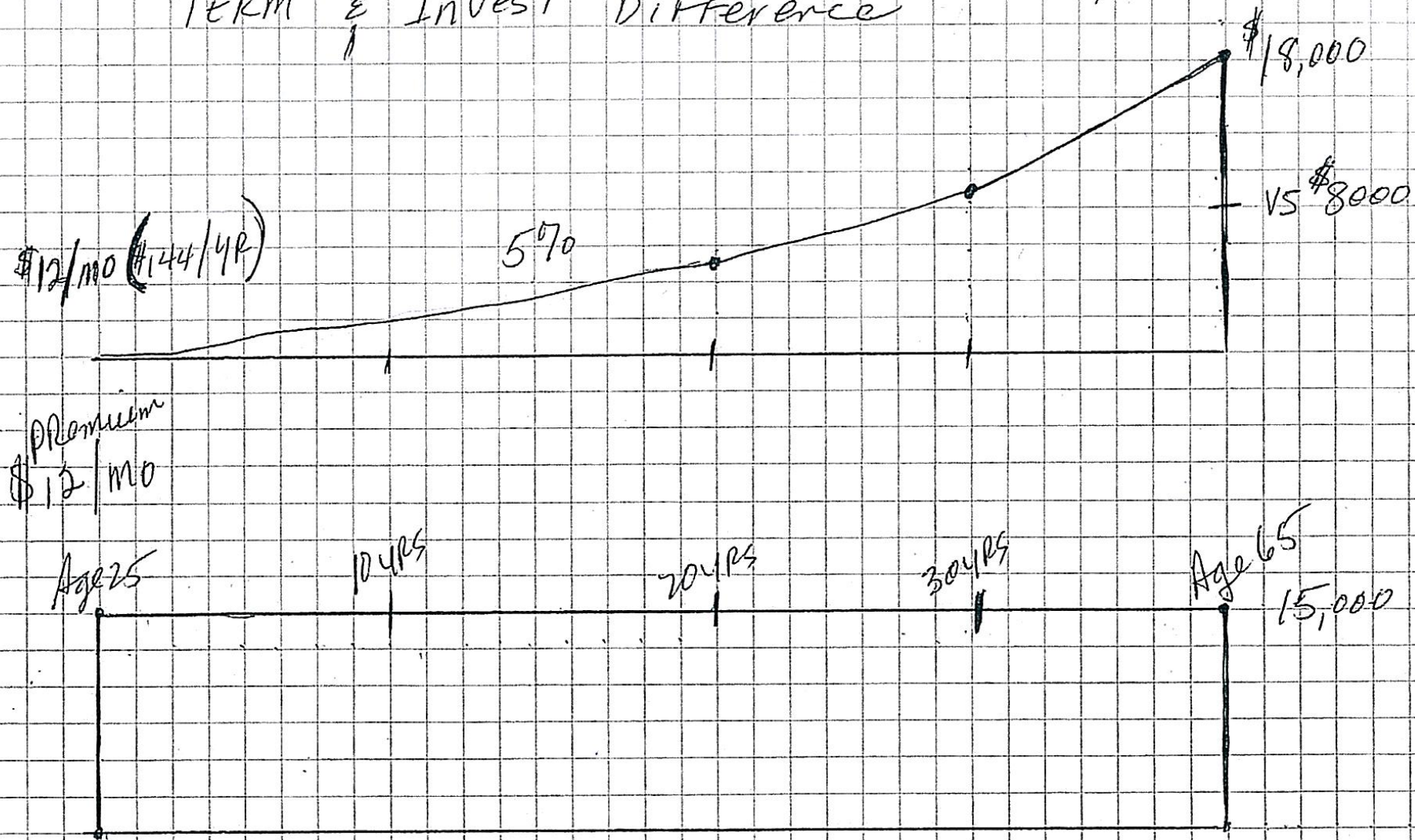
Buy Term and
Invest the Difference

WHOLE LIFE
\$15,000 WHOLE LIFE
POLICY Live or Die



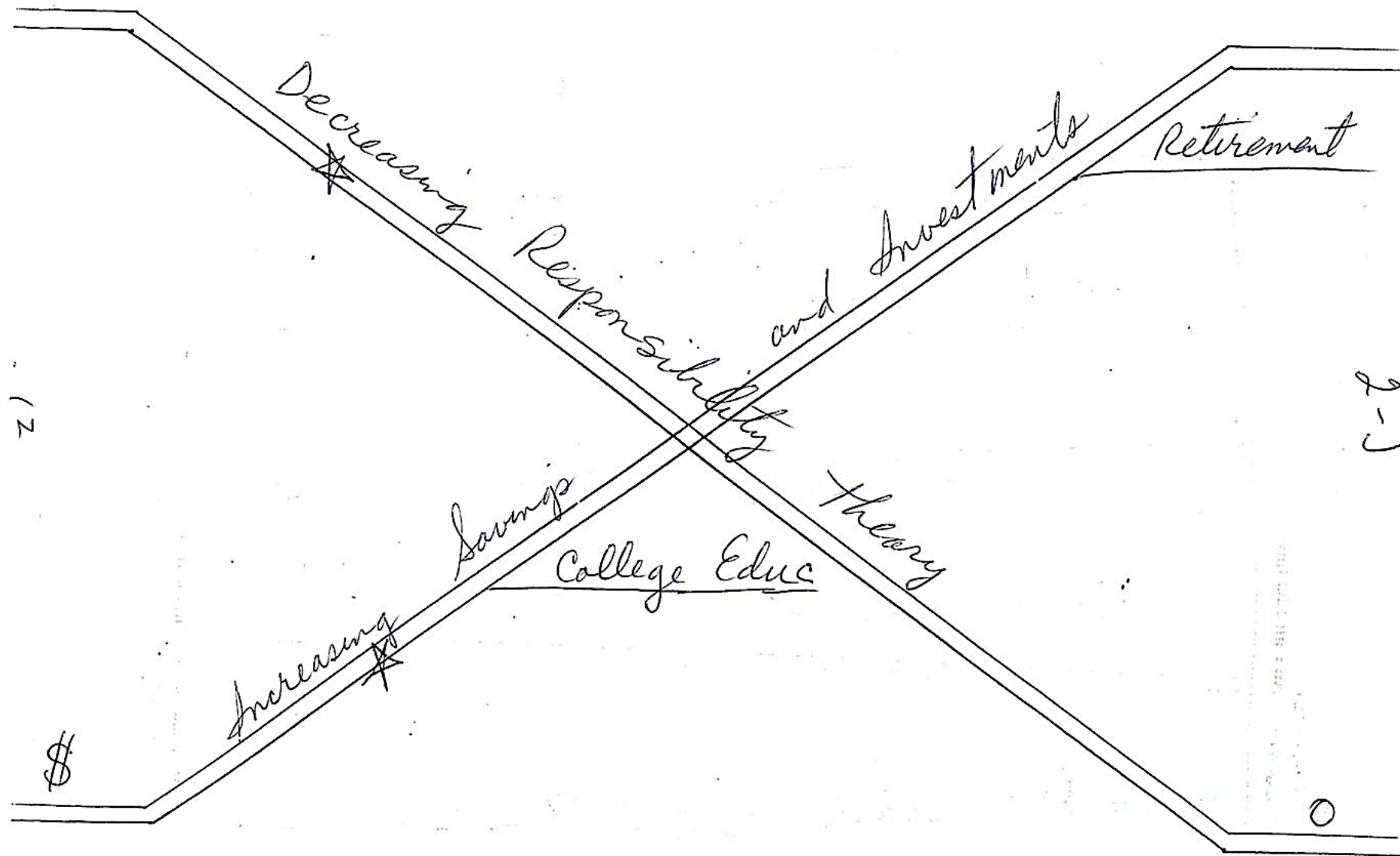
TERM & INVEST DIFFERENCE

12% - \$123,716
10% - \$70,106

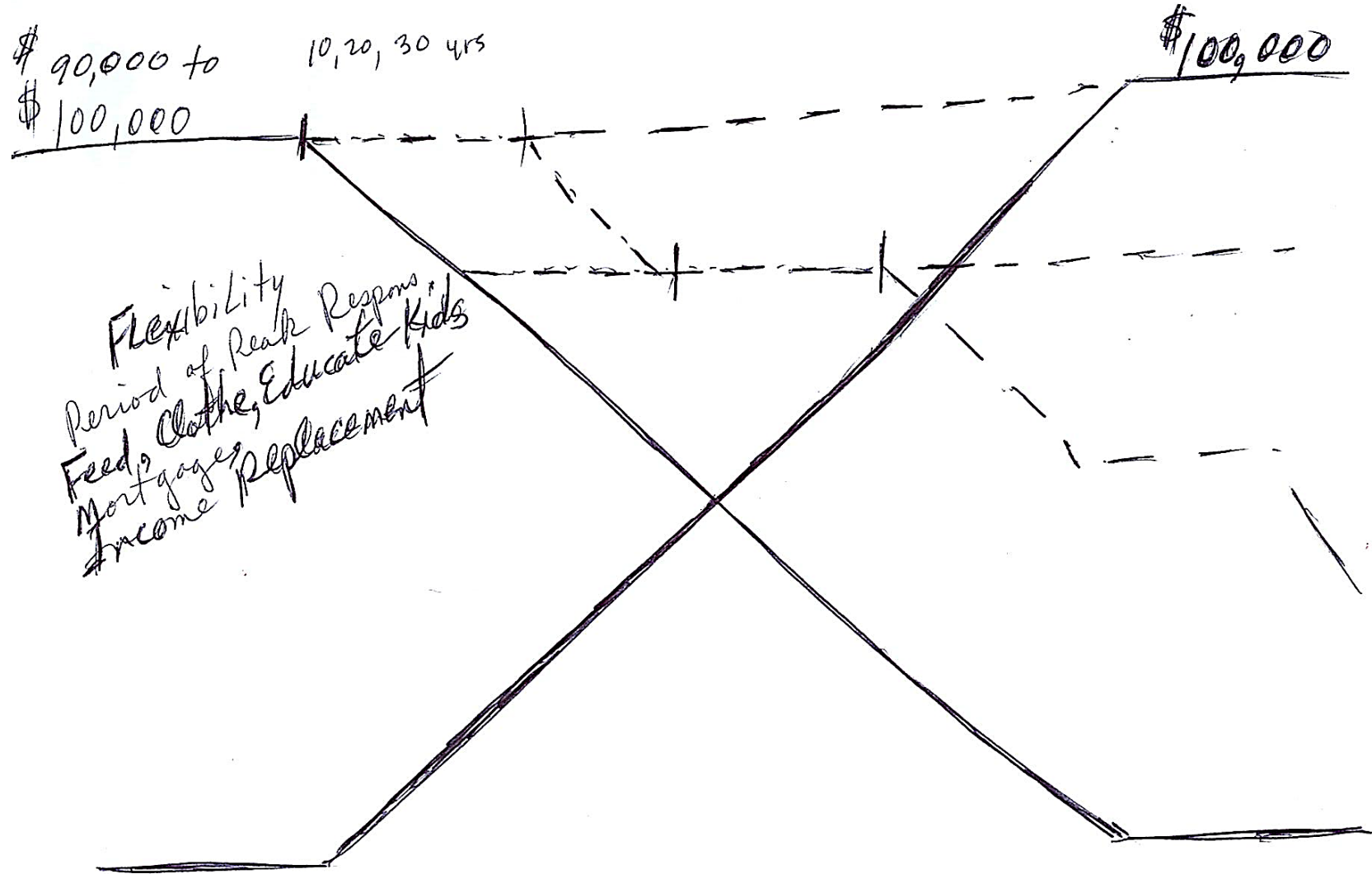


Separate The Two!

Personal Family Financial Game Plan



Create A \$100,000 Estate



Never Be Worth Less Than \$100,000... Live or Die.

8. NEVER PAY A PENNY OF INTEREST ON CREDIT CARD DEBT

Don't Buy It Until You Can Afford It

53 Years, Red and I have Never Paid Credit Interest... Crowd cheered... Live Within Your Means!

Art and Angela said same thing!

9. THE CONCEPT OF REPLACEMENT

- **HARDEST TO ACCEPT BUT WHAT SETS US APART FROM THE REST OF THE WORLD**
- **RVP FRUSTRATIONS**

10 Two Ways To Make Money In Our Business

**And, BOTH of them ARE CALLED
PROSPECTING!**

- **Prospecting for Sales**
- **Prospecting for Recruits**

11. A Numbers Business

Selling ain't nothing but a Numbers Business

Recruiting is a Sales Process

So Recruiting ain't nothing but a Numbers Business!

12.

GO GET YOUR DANG

LICENSES!

13.Your Natural Market is...

Ask for definition from audience

- **Who? Anybody...that you know, or..**
- **Referrals are the Lifeblood of Sales**
- **Warm Market/Cold Market**
- **Sprint to District- Referrals are Lifeblood of Recruits too**

14.

**Referrals
are the Lifeblood
of the Sales Business**

15. Believe in People

- **More than they believe in themselves**
- **Gerald Landry Story**
- **T.J. Whittaker Story**
- **Art Williams “You’re my best guy”**

16. A HELLUVA PRICE

**NOBODY GETS OFF THIS PLANET
WITHOUT PAYING A HELLUVA PRICE!**

Deer in Pasture

Every Human Being

17. THERE'S 24 HOURS IN A DAY!

**DO YOU REALIZE THAT YOU AND I HAVE THE SAME
NUMBER OF HOURS EVERY DAY AS ART WILLIAMS HAS?**

**EVERY HUMAN BEING ON THE PLANET HAS THE SAME
24 HOURS IN WHICH TO DO...**

SOME.....THING

OR,

SOME.....THINGS

18.

ECONOMY OF SCALE

**19. DON'T LOOK AT THE *DIFFERENCES* IN OUR
SUCCESSFUL LEADERS;
LOOK AT THE *COMMON* DENOMINATORS:**

- Smart
- Savvy
- Work hard
- Show up early and stay late
- Eat it, sleep it, drink it , live it,
love it!

20. Replacement Do's and Don'ts

**MIT- RVP's have just made a Replacement...
Your job function is to go back home and act like
District leaders...**

21. OWNERSHIP

DON'T EVER SELL YOUR BUSINESS!

**Pass it to your children (family)
15 years if you sell it;
15 generations if you keep it in the family
(If they don't want it,
it's because you have not 'splained it to 'em right!)**

22. When You Go Back To Work Monday

**When you go home after motivational meetings...
(Monday) is when
All the Rah Rah is over and
The rubber hits the road**

What do I do now?

HINT: THERE'S TWO WAYS YOU MAKE MONEY IN THIS BUSINESS

23.

PROSPECTING

**There are two ways you make
money in this business...**

**And both are called
Prospecting!!!**

1. Prospecting for Sales

2. Prospecting for Recruits

24. PROFOUND CONCEPTS

**EVERYTHING GOOD THAT HAPPENS IN THIS
BUSINESS:**

- YOU MAKE AN APPOINTMENT
- MAKE A SALE
- GET A PROMOTION TO DISTRICT OR TO RVP
- MAKE \$1000 PART TIME
- MAKE \$50,000 OR \$100,000, OR 1 MILLION

**STARTS WHEN ONE HUMAN BEING GOES OUT AND
TALKS TO ANOTHER HUMAN BEING (HAND MOTION!).**

AND NOTHING GOOD HAPPENS UNTIL SOMEONE DOES.

25. Snapshots of **SIMPLE CONCEPTS.**

Little pictures of how It's a Simple Business to understand.

But Hard to implement.

**Let me show you
what all of us do**



*Little bitty, itsy bitsy teeny weeny, tiny, little
conversations in an attempt to set up an appt etc.*

26.

REPETITION, REPETITION, REPETITION

So You Can

FOCUS, FOCUS, FOCUS

On The

**IMPORTANT, IMPORTANT, IMPORTANT
STUFF....**

27.

TERRY TURLEY gave a speech about
how this is not for some people
“Not a good fit for some...”
You have to set an appointment

Persistence...Failure is one step closer to success

YOU GOTTA WORK ON HAVING A

POSITIVE ATTITUDE

A BAD ATTITUDE IS A

TEMPORARY STATE OF MIND...

28. Close your eyes for a Minute

\$10,000/mo.

\$20,000/mo.

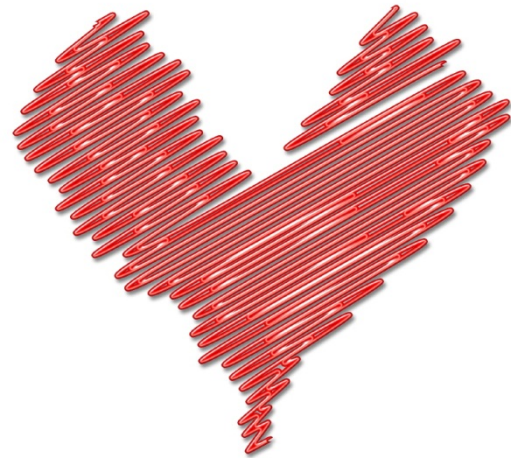
(20 contacts a day)

29.

What Price is it
that I could ask you to Pay
that would be
too big
a Price to pay
for
these kinds of Rewards?

30.

Find Something
YOU CAN LOVE!



31.

IT IS ABOUT
BUILDING YOUR
OWN BUSINESS
IN THE
FREE ENTERPRISE
SYSTEM!

32. There is **Only One Skill**
you have to develop
to be great in our business...
You gotta get really, really good
at talking to people...
about Primerica!

33. There are **2 things** that you gotta do to get really, really good at talking to people about Primerica:

**1. You gotta talk to
lots and lots of people about Primerica...**

Stupid, Buisson

2. Show Up Early!

And

Stay Late!

For Everything!

34.

**QUIT LOOKING FOR THE SECRET TO
SUCCESS IN PRIMERICA**

**THE SAME THING THAT YOU EVER ACHIEVED
A HIGH DEGREE OF SUCCESS AT WORKS HERE.**

IT IS THE SAME.

***-PRIMERICA SUCCESS CAUSES US TO THINK
SOMETHING DIFFERENT***

35. The Story of Amy & Libby – Basketball

Before You Get Great
You Gotta Get Good
Before You Get Good
You Gotta Be Bad
Before You Get Bad...
You Gotta Do Something!



36.

**DON'T LOOK FOR THE DIFFERENCES
IN THE LEADERS
IN THE COMPANY...
LOOK FOR THE
COMMON DENOMINATORS!**

37. BECOME A MASTER RECRUITER

LIST THE THINGS

YOU GOTTA BE AND DO

AND GET EXCITED

-THAT'S WHAT ATTRACTS PEOPLE

-LIGHT YOURSELF UP

-BELIEVE IN PEOPLE MORE THAN THEY BELIEVE
IN THEMSELVES

-DREAM BIG...

YOU GOTTA SELL DREAMS

**YOU CAN'T SELL DREAMS IF YOU ARE SELLING
NIGHTMARES...OR LIVING A NIGHTMARE.**

-LETTERS FROM PEOPLE WHO ARE

FRUSTRATED (DREAM VS, NIGHTMARE)

-EVERYBODY RECRUITS...EVERY COMP.

***-BIG DRAG NET -SEPARATES THE BIG SHRIMP
FROM LITTLE SHRIMP PICTURES***

-LITTLE ONES DON'T LIVE AS LONG

My Buddy Jim
(Cadillac/Volkswagen Story)

-\$40,000 MUTUAL FUND

“Jim, are you going to the FSS this weekend?”

“No, I’ve already been to one of those!”

Is this guy serious!?!

People just don’t get it sometimes.

REPETITION, REPETITION, REPETITION

38.

***1ST STEP* - RECRUIT, RECRUIT, RECRUIT**

***1ST STEP* - PROSPECT FOR RECRUITS**

PROSPECT FOR RECRUITS

PROSPECT FOR RECRUITS

***STEP #1* MAKE CONTACTS**

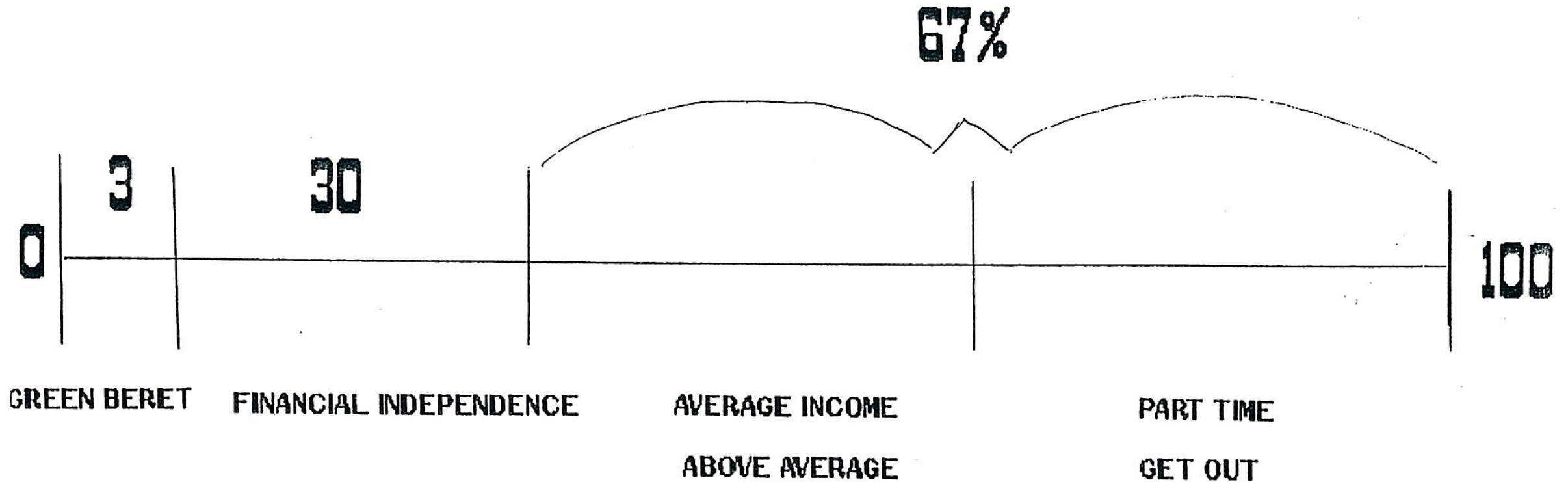
PRACTICE, PRACTICE, PRACTICE

TALK TO LOTS AND LOTS OF PEOPLE

IF YOU WANNA GET GOOD AT SOMETHING, STUPID, BUISSON, DO IT A LOT

39.

"...ONLY 3 WIN THE GREEN BERET."



40.

*The Whole World
Ain't Nothing
But a Numbers Business”*

Confidence, Excitement. Belief

*Faith = Believing in something even though
you don't understand it*