

PRIMERICA

Orientation Manual



STEP 2



BUSINESS BLUEPRINT for success

Name _____ Solution # _____

What do **you** want out of Primerica? _____

Follow a Proven System & Become an Example of Success:

- Your success is important to us! A large part of your success will depend on you getting off to a FAST START & FOLLOWING THE SYSTEM! This business is a turn-key system, so take it step by step!

The Competitive Edge:

- The Industry's Strength: Image (millions of dollars spent on ads) · Our Strength: Personal Touch (millions of dollars invested back into our reps)

Our System is a Warm Market Business:

- **WORD OF MOUTH** IS THE MOST CREDIBLE FORM OF MARKETING. WE NEED LOTS OF PEOPLE TELLING LOTS OF PEOPLE ABOUT YOUR BUSINESS. WE NEED TO LET LOTS OF PEOPLE KNOW ABOUT YOUR BUSINESS, IN A WAY, THAT IT HAS A HUGE **IMPACT** ON THEM.
- As you are not yet licensed when you start, your trainer will help you create a strong reputation for you in your warm market. (YOU=TRUST) + (TRAINER= EXPERIENCE) =- RESULTS + REFERRALS

Your 30 Day Game Plan:

Step 1: Make a list

Step 2: Learn how to schedule appointments on
www.mypfstraining.com

Step 3: Call & Schedule Auto and Home Quote and find your FIN.

Step 4: Set 3 training appointments and bring 3 people to the Business Overview (within the five pointer market)

Step 5: Get Licensed ASAP [No License = No Cash Flow]



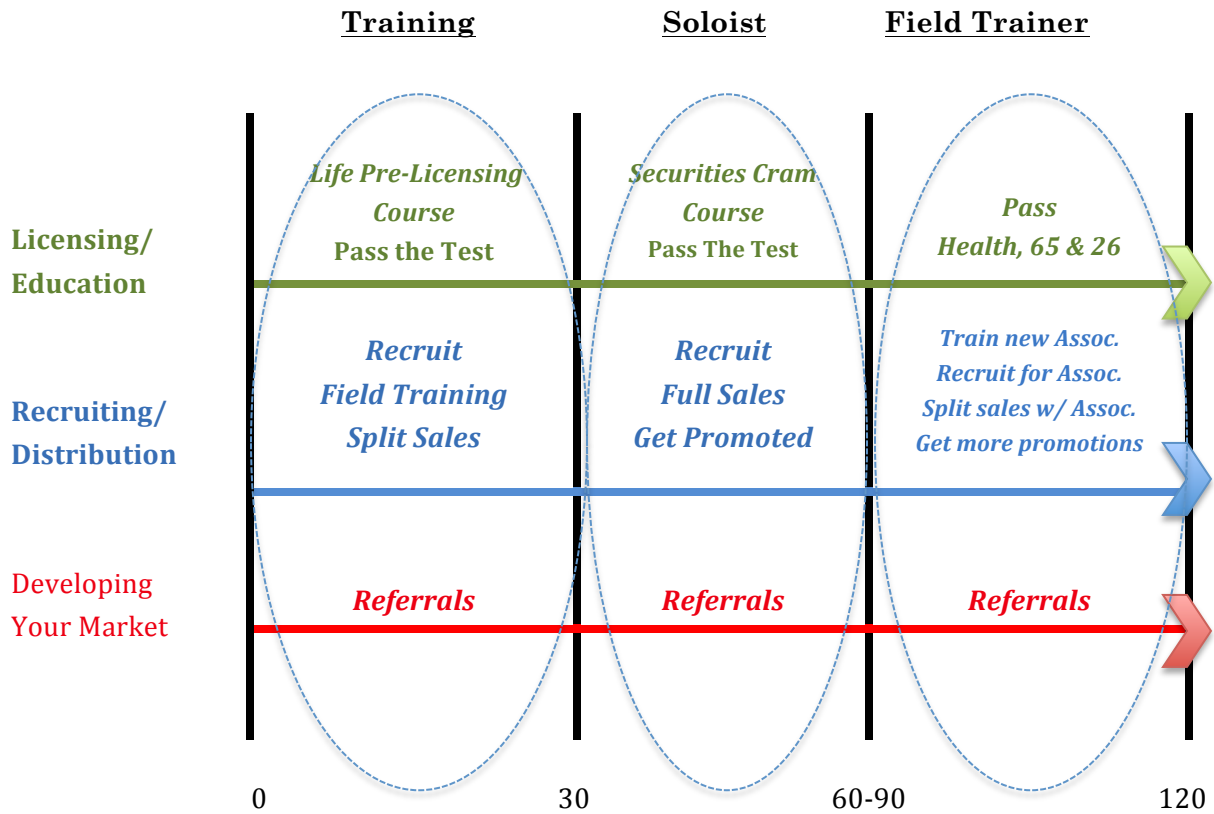
Our Weekly Schedule:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
AM	*	*	*	*	*	Training @ 9-12 **	
PM				Business Overview @ 7:30-9			Online Webinar @ 10:00 pm **

* Optional/ Full Timer's Accountability Call @ 8 am (209) 647-1600 Enter 129141

** Saturday Training and Sunday Night webinar (<https://jonlavin.ilinc.com/join/bfbbvyyv>) same call in # as above.

Getting off to a FAST Start



**Your ability to move all fronts forward (do these things simultaneously) is going to determine how fast you build a business.

*** What you do with your trainer is what new people will do with you

Success System to RVP

Regional Vice President 110% + Bonus

- 20 New Team Recruits 2 Months in a Row
- \$20 K Team Premium 2 Months in a Row
- Fully Licensed, Including Series 26 (Broker/Principle License)
- Ownership Exchange (Replacement Leg = 10x\$10,000)
- 5 Direct Districts and 1 Direct RM minimum
- 75% QBI or Above

Senior Regional Manager 80%

- 15 New Team Recruits
- \$15 K Team Premium
- 1 Direct RM

Regional Manager 70%

- 10 New Team Recruits
- \$10 K Team Premium
- Series 6 & 63 Licensed
- 3 Direct Districts + 1 Direct Division Licensed

Division Manager 60%

- 6 New Team Recruits
- \$6 K Team Premium
- U4 Paperwork submitted
- 2 Direct Districts Licensed

District Manager 50%

- 3 Recruits (cumulative)
- 3 Life Training Sales (cumulative)
- Life Licensed

Senior Representative 35%

- 1 Recruit & 1 Life Training Sale (your own life sale can count)

**You cannot buy a Primerica franchise (RVP position), you have to earn it through sweat equity.

**Primerica will pay you \$10,000 in PRI stock for becoming an RVP.

Benefits of Achieving a District Promotion **BEFORE you get licensed**

You will have...

- Higher pay when you do get licensed (25% to 50% = 100% raise!)
- An abundance of referrals (when licensed the referrals become yours)
- A growing team (3 recruits will be recruiting too)
- A pipeline filled with activity waiting for you
- On Track for the \$500 Distribution Builders Bonus
- Ability to override your team = passive income
- Practical training will allow you to field train your team quicker & become independent!
- WHAT YOU DO IN YOUR TRAINING IS WHAT YOU WILL EXPECT FROM YOUR TEAM FOR THE REST OF YOUR CAREER! It's your legacy!