Orientation

What are you most excited about?

Did you watch all the videos? What’s you biggest take away from them?

What did you do before for work?

What was involved in that job?

You got to run with two oars. First thing, your oar, if we are not together you are working on licensing, preparing, studying as fast as possible. Second thing field training is me and you together field training in the boat together visiting people in person or zoom.

There are two ways to do this the right way or the wrong way. Which way do you want me to teach you? I’m going to teach you both because it’s just as important to know what not to do. Most people only do one of these things at a time. Licensing is on your time, you RAWE DOING THAT BUT THAT IS not you working. You and I working is something completely different. Have you ever seen or rowed a boat?

If you are just doing the licensing and no field training what is happening to the boat? And if I am doing a lot of field training and not encouraging you and follow up on your licensing what happens to the boat?

We need to be doing both at the same time as fast as possible. Sound good?

Most people freak out because they never feel they are ready to take the test you’re never going to feel like you are ready. We have the resources to prepare you to pass the test

Fast track promotion chart, steps of contract levels

There are all kinds of ways we get paid. List products. The biggest pay is life insurance – super sexy right.

The average life insurance program is 83/mo = 1000 per year

Explain requirements to go level to level. Explain the 25% contract level for 1000 premium

When you started your career how much did you get paid?

Problem with orientation people complain commission only and I have to recruit people – AGH is this pyramid scheme.

Is this commission based and you make 250 for an hour of work, not bad right?

Let’s say you have to see two couples to get the same insurance programs and make 250 for 2 hours. How much an hour is that?

Let’s say it takes seeing 5 couple to get that same 1000 premium and 250 in your pocket and invest an hour per couple. How much an hour is that?

Let say you see 10 couples and everyone says you’re the worst, you mess everything up and get the same 250 for 10 couple how much an hour is that?

My job is to make you so much money you won’t go away.

Recruiting is our lead generation system

You can Google life insurance or advisors near me and 50 companies will pop up. But if your best friend did this who would you call. Of course . Would it matter what company he/she worked for?

I’ve just summed up Primerica for you. You’d give me your referrals because you were my best friend anyway right?

If I give you 250/350/00 per lead , would you give me a lot more leads?

Do you see why we recruit people?

Get to district and get 500 for that same sale forever.

Meet with 4 married couples a week at 1000 per meeting at 50% how much a week is that, how many weeks in a year, how much a year is that?

I’m an SVP hoe much to I get paid for that insurance sale? 1100 right.

For a fast start you are excited doing stuff but don’t really know what you are doing. Right? Perfect you are exactly where you are supposed to be.

My job is to take you into the field through Zoom or physically and show you o what it is you will be doing.

Looking at this chart what is a good goal for to reach. Let’s shoot for 70 or 80%. If we miss you end up at 60%.

So \_\_\_\_\_\_\_ if we go on appointments and you are not actually licensed who is allowed to make commissions off of the sales being done? Right, but I’m not going to lie to you \_\_\_\_\_\_\_\_\_\_ when I heard that when I was training I thought well that s stupid, why not wait until I get my license. My wife told me by going on appointments and having someone help and all I had to do was watch. I would get to a higher contract level by someone else doing the work they get paid and get credit for contests.

The company got wise to the issue and created the FTB. 1 recruit by 1000 in annual premium gets 200 dollars for each until working your way up the steps.

If we get to first step 3x3000 you get 600 dollar bonus. If it took us 6 appointments to get that and each took an hour how much is that an hour \_\_\_\_\_\_\_\_\_\_. At that point how much field training would you want to do. .

We don’t want to sell your people anything but who is going to give you the best referrals? Family and friends or social media? Right?

Right now in your current situation who is going to give your family and friend a better presentation you or me?

So if your family and friends give the best referrals and most referrals, do you see why it’s important to get us in front of them during your training?

Time mark 20:00

Creating the wedding list

\_\_\_\_\_\_\_\_\_\_ lets assume I’m going to pay for your wedding any where you and \_\_\_\_\_\_\_\_ want to have it. I’ll fly people in a private jet , put you all up in the hotel, etc . where would you want to have it?

Who would be your best man and groomsmen, maid of honor and bridesmaids

Who are the Ring bearer and flower girl and who are their parents( cannot be in wedding party) . Who is parents of ring bearer and flower girl?

Who in the family would be in the first two rows of the church on both sides?.

Now we are in a referral based business right? My job isn’t to sell any of these people its to show them our value.

Now qualify the list, MACHO

In addition when were not together I want you to make an escape tunnel list of people you have worked with. Imagine in the next 2 years \_\_\_\_\_ were going to open you up 3 new offices. Look through that list of all the people you worked and pick the best of the best to work in those offices. You’ll give them a much better opportunity and I want to talk t them too.

Lets circle back since you said 60% division was your compensation goal but lets look at this. To get to 80 you only need 20 and 20. That’s doable we have a month. Looking at the list we put together you have (count them) x number of kitchen table appointments. That’s your honey pot you don’t need to talk to anybody else. . If you get me n front of all these people and nobody moved forward, were all set I’m not going to get mad at you \_\_\_\_\_\_\_ my job is to be your commercial

WE met with XX couples and not on participated but they all saw the value in what you’re doing and I’m super excited for you and will give you referrals. How do you feel about that \_\_\_\_\_\_\_?? From the referrals we meet with 30 people and out of that 15 were able to save a couple hundred dollars a month , retire early, we hang up from the zoom call and they call and say hey thanks\_\_\_\_\_\_\_\_ thank you for helping us , we didn’t know what to do or who to trust. I appreciate you so much how’s that going to make you feel? So you see the importance of getting me in front of you people, yes?

Check this out the company is going o pay you the fast start bonus so this is how you get the best training 20x20. Once you are licensed or appointed you’ll be working with someone else or running your own business.

So do you want the best training with yes or yes? So 20 and 20 is 40 hours of training. Is someone who has 6 hours of training ever going to be as good as someone who gets 40 hours of training\_\_\_\_\_\_?

OK so that’s why we are going for 20x20 the first month. I call this the tale of 2 sales. Everybody \_\_\_\_\_\_ on average and I know you’re not average, gets 2 sales.

So watch this 1 and 1 gets you to 35%, 5 and 5 gets you to 60% and 20 and 20 gets you to 80 %. I’m about to change your life right now are you ready for this\_\_\_\_\_\_\_\_\_? . The numbers never change. So you got to 80% and I’m going to ask you a question in 2 minutes and if you get it wrong I’m just going to hang up forever. The numbers never change you need to know the numbers, understand the numbers run the numbers.ok? Show large calculator. So \_\_\_\_\_\_\_\_ 40% of your team is always going to quit .Now many people have you seen quit in any of your jobs. How many would you guess that number to be? It’s no different here. There’s one catch, if you don’t do it I’m not going to do it for you. So if you recruit 1 and you lose 40% how much is left from a 100% show calculator 1X.6=.6 Well you can’t have .6 of a person. So guess what you have ZERO teammates. You now have ZERO people bringing you leads yes or yes? Watch this, if you have 0 teammates and everyone makes 2 sales who has to make the two sales\_\_\_\_\_\_\_\_?? So you go and make the 2 sales with an average premium of 1000 so total is $2000 @ 35% contract How much money did you just make first month in the business, That’s less than impressive yes or yes?? Let’s fix that let’s say you get to a 60% contract and you did 5 and 5. This was you goal and I’m going to show you why you don’t want to be there. 5 people at 60% retention you have 3 people left. Average sales per person is 2 and average sales is $`1000 so with 3 teammates total sales is $6000 (show calculator) right \_\_\_\_\_\_\_\_?? IN THE BEGINNING if you are earning the field bonus you’re sitting there and smiling who makes the sales? That’s right I’m licensed I make the sales Now \_\_\_ that you are licensed and you’re bringing in the people who makes the commission \_\_\_\_\_\_\_? At a 60% contract on 6000 you make (on calculator) how many people did you call – 0 and how much money did you make??A little bit better, Right?? Now let me show you why we are going to go all out.

Let say you get 20 people, we become best friends the first month were going to pay you $4000 bonus and you’re going to get 40 hours of the best training with me And that’s a pretty good deal yes? Now you’re confident and know what you’re doing. @0 on calculator x .6 so how many people are you down to\_\_\_\_\_\_\_? 12 right How much does everyone do on average every month? 2. So how much sales did your team just do.?? (24000 on calculator). How many calls did you make – 0—and what % contract did you get to?? 80. I thought you were going to blow it and I’d have to hang up forever. And who made all the phone calls? So who is licensed, who did all the work and who deserves all the commission? And how much money did you just make your first month licensed? $19200 on calculator.

\_\_\_\_\_\_\_do you see why it’s important for us to get after it and get you to that higher contract? And if not there get as high as possible, yes? So let’s not wait XX years ( at current job) to get that done, say in the next 5-8 weeks to see if this thing is going to work yes? So let’s go all in on FB I’ll give you some coaching on that. Who did you talk to first; did you talk to your spouse\_\_\_\_\_\_? Does he/she think you’re crazy? Tell me everything. He/she is the one I have to talk to first because of all your people he/she is the one who wants you to win the most yes? I wan t he/she to be comfortable with what you are doing and be comfortable with me so she/he can ask me questions. So what day works better for you two, tomorrow or the day after? 6 or 8? IF that time doesn’t work for him/her call me don’t text and we’ll work something out.

I’m going to text you my calendar just so you have it. We have to get some appointments booked so I can get you that big old bonus alright? I’m going to get you this list WE want to start with this wedding list. Start to reach out and say something like this. Never mention life insurance. I just started a new career and I’m trying to get some financial licensing ,I need to get some training done, if you can use it great , if not it can really help me out. When can you give me 20 minutes?

Illustrates how to use his calendar on line to book his time. For those not using an online calendar a phone call confirm to book time will suffice for most.

Back to the list I want you to book at least 5 appointments, the record is 20 but get at least 5, you’re not competitive at all are you \_\_\_\_\_\_\_? % in addition to you and spouse don’t waste time on one pointer, single people living in their mom’s basement. So who are the first 5 you are going to reach out to? Reach out to them let them know you need some help with training and here is the magic phrase. IF you can use it great, if not it can just help me out. Say nothing more; do not coach the couple about anything about the appointment or the process or the products – nothing. Some new people do that – DON’T.