



**PRIMERICA**



# **NEW ASSOCIATE FAST START MANUAL**



## Why have you decided to get involved with our company?



*The why is more important than the how. If the why is big enough, people will do whatever it takes to find out the how!*

## How do you get off to a Fast Start?

### Keys to Success:

- If you follow our system, every goal or dream you have, **can** and **will** be accomplished.
- Within about 60 days from now you will be licensed and trained along with 1- 3 licensed and trained people on your team. Several others on your team will be on track to do the same.
- You will be in a position to earn \$1,000 – 3,000 per month, be a top producer and win all the company trips.
- You can be on track to be RVP within 12-18 months

### So, on a scale of 1-10, what is your desire to make all of this happen?

- Don't let negative people destroy your positive attitude and desire to win.  
*People usually are negative because they aren't willing to win, they don't believe they can win and they quit.*
- All you need to do while getting licensed is get me in front of 15 people that are in the right market, across the Kitchen Table in the next 30 days.
- How many days/nights can you give to Primerica right now? \_\_\_\_

# PRIMERICA

## RVP's Main Office

2193 Northlake Pkwy  
Suite 107  
Tucker, GA 30084  
770-458-1610

# Guide to Success



*While most people are dreaming of success; winners wake up and work hard to achieve it.*

## Business Briefings

Day: Time:  
Tuesday 7:30 pm  
Saturday 10:30 am

## Agent Training

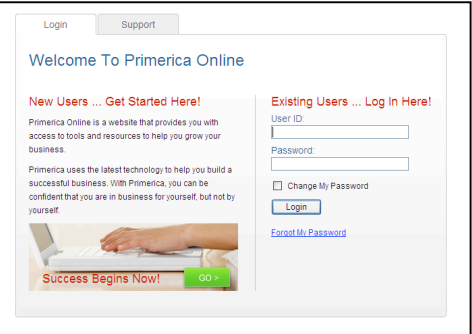
Day: Time:  
Tuesday 7:30 pm  
Saturday 10:00 am

## Conference Calls:

Wednesday 10:00 pm est  
Call in #: 559-726-1300  
Pin: 894539#

### STEP 1

- Activate Primerica Online (POL) as soon as you get your Solution #  
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- Go to **www.primericaonline.com**
- Click **GO**



### STEP 2

#### COMMIT TO THE 4 POINT GAMEPLAN

1. EVERYONE IS FOCUSED ON RECRUITING
2. EVERYONE COMES TO THE BUSINESS BRIEFING
3. IMPLEMENT YOUR PERSONAL PROGRAM (LIFE INSURANCE)
4. RACE TO DISTRICT LEADER

### STEP 3 DEVELOP WARM MARKET LIST

1. DOWNLOAD THE PRIMERICA APP ON SMART PHONE
2. GO TO CONTACT MANAGER AND BUILD YOUR CONTACT LIST
3. QUALIFY THE LIST
4. SET A MINIMUM OF 3 APPOINTMENTS AND INVITE 3 GUESTS
5. RECORD THE APPOINTMENTS & ACTIVITY IN YOUR CONTACT LIST
6. COMPETE FOR IPAD MINI WITH ENGAGE FOR 90
7. IF YOU CAN'T DOWNLOAD PRIMERICA APP, USE 4 MINUTE NAME GAME AND CREATE TOP 25 LIST

4 MINUTE NAME GAME

FAMILY

FRIENDS

CO-WORKERS

CHURCH/NEIGHBORS

Transfer Names to Top 25 List

\*\*\*RVP Must Have A Copy of This List\*\*\*

### Top 25 Business Builders List

Name	Phone Number	Relationship	Trait	Market						Credibility				Score	Priority	
				Married	Kids 21 or younger	Homeowner	Age 25-55	Full-Time Job	\$30,000 +	Known 1 Yr.	Spouse Name	Invited to Home	In Last 6 Mos			Helped You
1																
2																
3																
4																
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6																
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10																
11																
12																
13																

Traits: C= Competitive: E= Enthusiastic: A=Ambitious: M= Money Motivated: S= Great People Skills: H= Likes Helping People

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## APPOINTMENT SETTING – HOT MARKET

Hello \_\_\_\_\_ this is \_\_\_\_\_ .

Hey, the reason I am calling is I need your help!

I am starting to work with a new company and I am going to school to get a license.

I need you to view a presentation in the field with my trainer. It probably will not interest you...I just need your help! It takes about a ½ hour. I need both you and your (wife or husband) [use name if you know it] to be there.

### **CHORUS**

I'm working with my trainer on \_\_ day and \_\_ day of this week. Which is better?

Shall we come over at \_\_ pm or is \_\_ pm better? Thanks I'll see you on \_\_ day at \_\_ (time).

### **AREAS OF CONCERN**

#### **What is it? (What do you do?)**

"We show families how to make money, save money and get ahead financially. It probably won't interest you. I just need help with my training." *Chorus*

#### **What's the name of the company?**

Primerica, you've heard of us haven't you?

If Yes

Great! You can really help me out then, are you a client? Yes or No

Well there have been some significant changes in the company, so when I come over I'll show you all the updates. *Chorus*

If No

Well we don't do a lot of advertising, but that's why I want to get together with you and show you everything.

*Chorus*

#### **I have to talk to my wife/husband. Can I call you back?**

That's fine \_\_\_\_\_. I'll tell you what, if you could meet with me, which of those evenings do you think would be best? Oh probably \_\_\_\_ day

6:00pm or 8:00pm? Probably \_\_\_\_ pm

Well why don't we do this? Why don't we tentatively plan for \_\_\_\_ (day) @ \_\_\_\_ pm and if there is a problem, give me a call back as soon as you can, and we'll reschedule it. Sound good? Yes. Great, I'll see you on \_\_\_\_ (day) at \_\_\_\_ (pm)

## INVITING GUESTS - HOT MARKET (Family & Friends)

### Helpful Hints

- Your job is to “invite”. Do not try to explain the business. Let us explain it.
- Giving information **will not** get people to the meeting. It will only lead to more questions.
- **Never** use the words, insurance, mortgages or investments. **It is illegal** to talk about financial products until you are licensed to market them.
- Don’t speak formally to your friends, be natural, like you’re inviting them out.
- Once they commit to come, **get off the phone** so they don’t overwhelm you with questions.
- **Pick them up**. This is the most effective way to get them to the meeting.
- **Don’t reinvent the wheel**. Practice these scripts several times before calling.

### INVITE SCRIPT

Hi \_\_\_\_\_, this is \_\_\_\_\_ (short chat). Are you going to be free on \_\_\_\_\_ evening? (WFA)

#### “YES”

Go to Closing Statement

#### “NO”

What do you have planned for next \_\_\_\_\_? Go to Closing Statement

### CLOSING STATEMENT

“I need a big favor. I’m getting started part-time with a company called Primerica. The company is expanding in the area. I think it’s something you’ll be interested in, but even if you’re not would you come to a Business Briefing with me on \_\_\_\_\_ night, so you can give me your opinion. I’d really appreciate your support. Can you do me that favor?”

### CHORUS

#### “Yes”

Great, I’ll pick you up at \_\_\_\_\_ (time).

#### **OR**

Let me give you the directions to the meeting place.

### FINAL TIE-DOWN

The meeting starts promptly at \_\_\_\_\_ so you will need to be there no later than \_\_\_\_\_. By the way you need to wear business casual attire because I’m going to introduce you to my vice-president. I look forward to seeing you, I know you will be impressed.

### AREAS OF CONCERN

#### What is it all about? /What do you do?

The company helps people get out of debt and save more money. I’m just getting started, and I don’t have all the information yet. My Vice President will give you all the details when you come. Can I count on you to help me? (CHORUS)

#### I’m Really Busy

Hey so am I – if you called me I’d make time for you, I only need an hour and a half of your time. I really value your opinion. Could you do me that favor and come with me? (CHORUS)

#### Is This A Pyramid

Actually, Primerica has been in business since 1977. Do you think that I would be involved in something that wasn’t legitimate? Will you come out and get all the information before making a decision? (CHORUS)

### Confirmation Call The Night Before The Meeting

I’m just calling to remind you of the Business Briefing on tomorrow @ \_\_\_\_\_ pm. I know that you will be impressed with the information. See you then.



## STEPS TO LICENSING

### 1. REGISTER FOR PRE-LICENSING CLASS

#### LOCATION ADDRESS:

DAY	DATE	TIME
FRIDAY		6:00 – 10:30 PM
SATURDAY		8:00 AM – 6:00 PM
SUNDAY		8:00 AM – 6:00 PM

### 2. REVIEW THE “WELCOME TO PRE-LICENSING” PACKET

### 3. BEFORE ATTENDING CLASS WATCH THE “PASS NOW” PRE-STUDY VIDEOS ON POL

- [WWW.PRIMERICAONLINE.COM](http://WWW.PRIMERICAONLINE.COM)
- SELECT “LICENSING & EDUCATION” TAB
- FROM THE DROP DOWN SELECT “EDUCATION”
- IN THE MENU ON THE LEFT SELECT “PASS NOW VIDEOS”

### 4. SCHEDULE AND PAY FOR YOUR STATE EXAM BEFORE ATTENDING PFSU. SCHEDULE TO TAKE THE EXAM WITHIN 5 DAYS OF COMPLETING PFSU BY CALLING:

- PEARSONVUE: 800-274-0488
- EXAM FEE IS \$90 TESTING FEE (PRIMERICA WILL REIMBURSE AFTER YOU PASS THE EXAM)
- REGISTRATION PRE-LICENSING PROVIDER NAME AND ID NUMBER: 20184

### 5. ATTEND AND COMPLETE THE PFSU PRE-LICENSING CLASS.

### 6. ACCESS “PASSNOW” THROUGH POL AND COMPLETE THE PRACTICE TEST; EARN A GREEN “READY TO TEST” BEFORE YOUR TEST DATE.

### 7. ARRIVE 30 MINUTES EARLY AT THE TEST CENTER – WELL RESTED AND PASS THE EXAM

### 8. SUBMIT THE ORIGINAL PRE-LICENSING CERTIFICATE, PASS NOTICE, GID-103 AND CITIZENSHIP AFFIDAVIT, INCLUDING COPY OF PHOTO ID TO RVP’S OFFICE

### 9. IF YOU DON’T PASS THE TEST, COMPLETE THE BONUS EXAM ON “PASSNOW” AND EARN A GREEN “READY TO TEST”. CALL THE REGIONAL LICENSING CENTER AT 770-564-6371 TO HAVE THEM SCHEDULE & PAY FOR RE-TEST

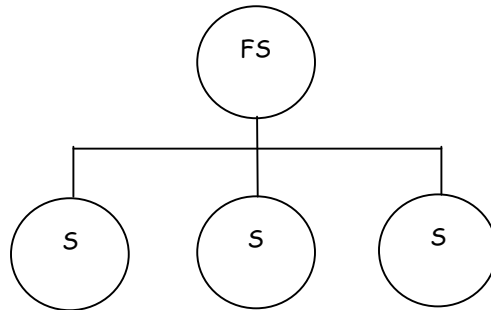
**3 x 3 in 30 days = \$300**

30-Day Activity from IBA Date		Requirement	Maximum Time Frame	Payment
<b>Recruits</b>	Field Training			
<b>1 x</b>	1	Complete PFSU	60 days	<b>\$100 PLUS...</b>
<b>2 x</b>	2	Pass Notice Received	90 days	<b>\$200</b>
<b>3 x</b>	3	← Total →		<b>= \$300</b>

## PROMOTION GUIDELINES

**REP – 25%\***

**SR REP – 35%\***



Legend

F- Field Trained  
(4 Life training sales)

L – Permanently Licensed

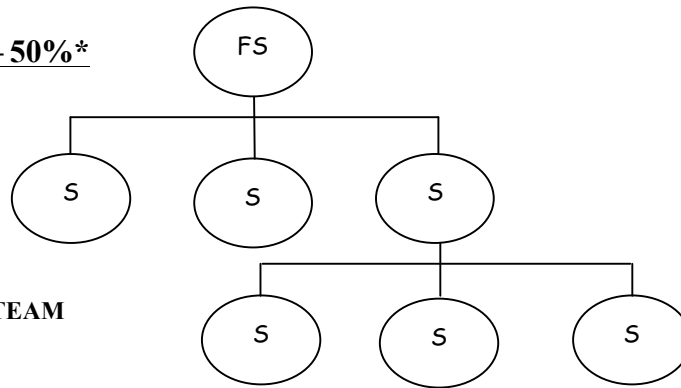
S – Showing Up

DLT – District Leader  
Team

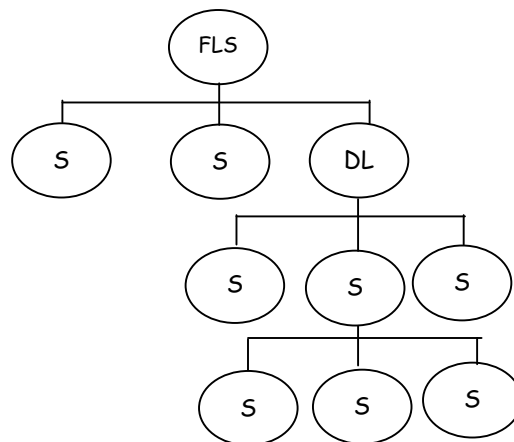
**FAST TRACK DISTRICT LEADER – 50%\***  
**FIRST 60 DAYS**

**4 RECRUITS & 4 LIFE SALES**  
**PASS LIFE EXAM**

**\*AFTER FIRST 60 DAYS MUST**  
**GET 3 TEAM RECRUITS & \$2,500 TEAM**  
**PREMIUM\*\* IN 1 MONTH**  
**PERMANENT LICENSE**



**DIVISION LEADER – 60%\***  
**1 DISTRICT LEADER**  
**\$5,000 TEAM PREMIUM\*\***  
**U-4 SUBMITTED**



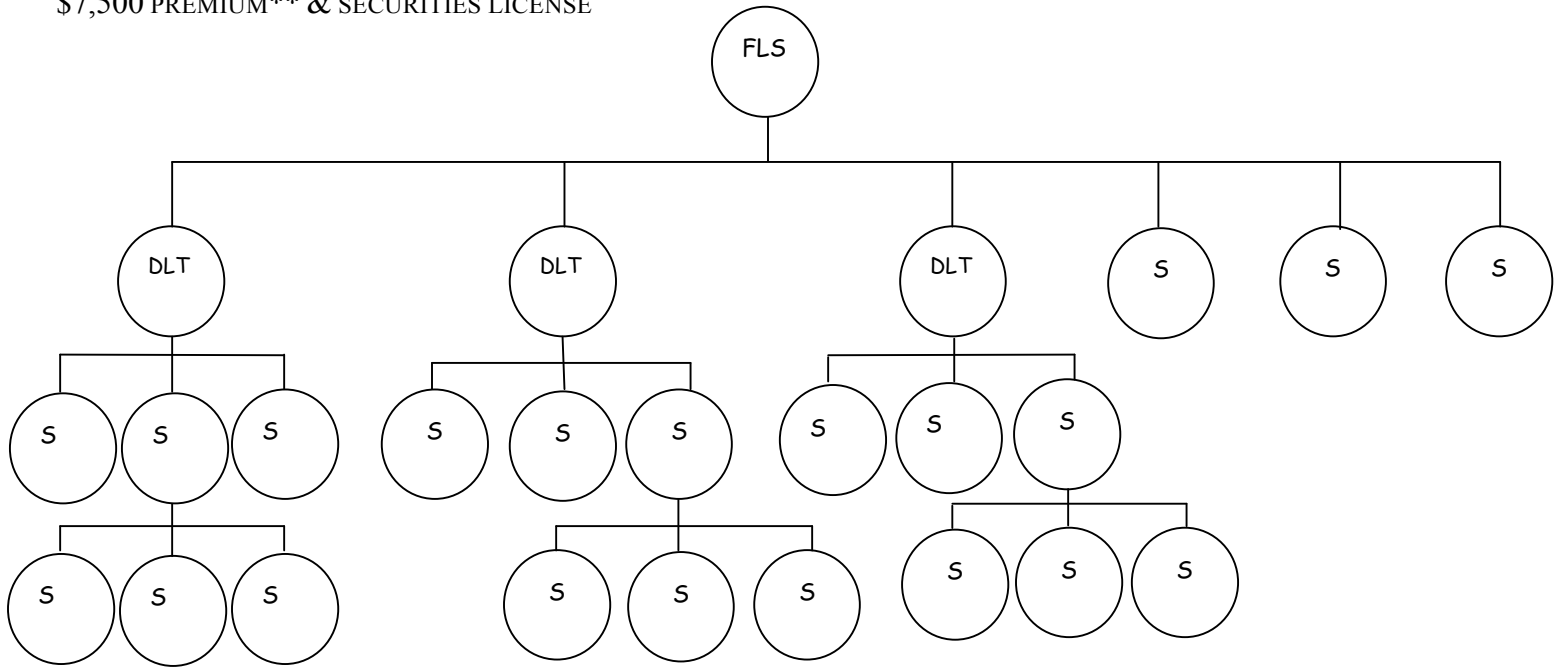
\*PERCENTAGES BASED ON CUSTOM ADVANTAGE 30, ISSUE AGES 26-45

\*\*DISTRICT, DIVISION, & REGIONAL LEADERS MAX 25% OF PREMIUM FROM ANY LEG. RVP MAX OF 50% OF PREMIUM FROM ANY LEG

**REGIONAL LEADER – 70%\***

**3 DISTRICT LEADERS**

**\$7,500 PREMIUM\*\* & SECURITIES LICENSE**



**RVP – 110%\***

**6 DISTRICT LEADERS**

**30 x 30,000 over 2 consecutive months\*\***

**Min. 10 x 10,000/mo; 5,000 personal both months**

**Provide upline with replacement – RVP's choice**

**Series 6, 63, 26 & 70% QBI**

