

Success Philosophy & Strategy

LaMarque/Susie/Younger/Kan Hierarchies Success Track

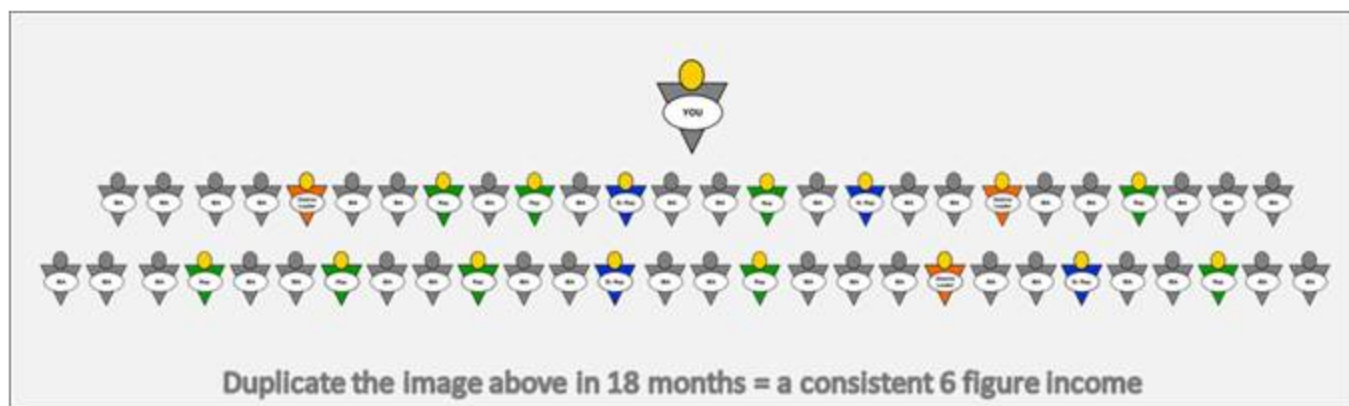
The BUILDER'S STANDARD" is a proven STRATEGY!

You are building your business. The Primerica Guidelines are only "minimums". Historically those who use the company 'minimums' do not make any "INCOME", they make INCONSISTENT money, not consistent income.

Understand the contract you hold does not generate income, the TEAM you assemble, retain and properly train and the example you provide as a leader are the components to generating your income.

So understand; you can make money or you can make "INCOME"

The contents of this are proven. "Building a business", means "Building a Team"; the bigger the Team, the more consistent the production, thus the more consistent & bigger the income.



Have a proven PLAN!

Theory

- Become a "STUDENT" of the business
- Always build with DIRECT RECRUITS
- Go WIDE FAST - 26 in 6 months, (*Rick Susie*)
- Build 5 - 9 District Leader TEAMS under you
- Build TRAINERS;
- Build to Train, not just to "sell"
- Grow your team from event to event & Never MISS - Attend ALL Office Training & Hierarchy Big Events

Reality

- LEARN from the SUCCESSFUL
- Width = Stability
- Create momentum - People quit
- Depth = Security
- TRAINERS have a Team to train = override income
- Trainers are builders = more override income
- Attendance = who is serious

Work the PLAN!