

How I Got My Base Shop Going

Hector La Marque

1. I made a decision to build the number one base shop in Primerica this year 2003.
2. I talk about it at every opportunity. Opportunity meeting close, Saturday training, phone messages, postcards, conversations etc.
3. I stepped up the recognition. Tuesday night opportunity meeting I recognize: life sale, mutual fund sale, loan closing, Pre-Paid Legal sale, Long Term Care sale, recruit, passed insurance or securities exam. I pass out Payday candy bars. I also have my staff photo copy all commission checks base shop receives from Tuesday to Tuesday and I pass out the photo copied checks in ascending order and I make a big deal out of anyone who receives a comma check. As people come up to receive their recognition I point out what their current job/career is so people in similar positions can relate.
4. Every Tuesday night my staff places postcards of either the \$100,000 ring or the \$50,000 watches on my desk pre-addressed and pre stamped. I write an encouraging note on each card and they are sent to anyone who was recognized for closing a piece of business or recruiting someone or passing an exam. Example of what I might write: "Juan what a great job you did last week. Every week you make it more obvious how successful you are going to be here. You have everything it takes to win big and I want you to know I will do all I can to make sure that happens. I am Super Proud of You, Go! Go! Go! Hector"
5. I run a contest every month that multiple people can win if they do a decent job. Example: Anyone who does 3 life sales and 2 recruits Brunch at a great hotel and a movie. This month I promised the team we would have a "Matrix" party if we hit \$30,000. In addition in the middle of the month I created a new incentive. Who ever finished 1st, 2nd and 3rd in life premium would receive \$300, \$150 and \$75 this created some additional excitement.

6. I run all the Saturday training and I make sure they are awesome filled with exactly how to do everything through role-playing. I interject and compliment whatever is taught. I make sure there is a closing element in everything taught. I work on their thinking always talking about what winners do using articles or books to emphasize my talk. My goal is for everyone to walk away thinking Wow! That was a fantastic meeting I learned stuff I can now go out and get results and make some money with. I talk about preparation being the key to winning a National Championship and that is the one area that you can control. I constantly encourage them to prepare on their own in addition to our training. I tell them that if you do all you can to prepare you will be confident and as a result you will automatically make more attempts resulting in better results. I let them know we will be the most prepared base shop and therefore national champs and I will deliver on that promise.
7. I have all the serious players report their activity and results daily. This gives me an opportunity to coach them more intensely. It more creates a discipline that is critical to their ultimate success. If people are not accountable their chances of succeeding are very limited of this I am certain. I know if I can't get people to simply make a 2 or 3-minute phone call once a day there isn't much chance for them to be great. Primarily because I know they will find excuses not to keep their people accountable and if they aren't disciplined at keeping their people accountable there is little hope for them.
8. I constantly work on increasing people's belief in them. There is no doubt in my mind that in the final analysis the reason I have had success in Primerica is my understanding of this and my constant attention to it. People will not act if they do not have a belief that they have a chance to be successful period. Much of the inaction you see in Primerica is more as a result of lack of belief/limited confidence than any other reason. Think of your own life do you readily attempt things you believe you have no chance of succeeding at? Of course not so why would you think your people would unless you prepare them and get them to have a different belief about them regarding our business. You should be constantly looking for ways to increase people's belief in them. By recognizing any action they take that moves them in the direction of success, and by preparing them to have success when they meet with people.

9. Have fun with the business. If you look at what you have to do as work then you are less likely to have the right energy as you go about building your business. I really have fun doing my business, encouraging people, training/teaching, being with people, seeing people change and progress, hearing the stories of how we have made such a difference in our client's lives and even the challenges I have I see them as a game. In fact I treat the entire business as a game, sometimes I win sometimes I lose but I always have fun. I realize that in the end if I am saving money and moving closer to my goals and dreams I can't lose. Life doesn't move in a straight line it goes up and down and I accept that. I simply work at controlling me and managing my behavior and as I have done that for over 20 years consciously I keep making more money and I keep hitting more of my goals and I have fun.
10. Last but not least is I truly love my people all of them even the quirky ones. I see all people as being connected to me as being like a brother or sister. I don't look at people as someone I have to tolerate. I see the specialness that God put in everyone. I realize that most people walk around unconscious, which is why they sometimes do things that, might seem annoying to you. I have learned that people don't wake up thinking I am going to be a jerk today and really mess with John. They simply are unaware that they are being that way. They think they have to be that way to get what they want most likely because that is how they learned to and they haven't had the privilege of learning from someone more enlightened. The more aware you become the more you will realize that there are few aware people. That is ok just remembering that you're connected is enough.