





TODAY WILL SPEED UP YOUR BUSINESS
MORE THAN ANY TRAINING EVER HAS!

1

**This is a
NUMBERS
Business!**

(All REAL Businesses are!)

2

**“If you don’t
KNOW,
UNDERSTAND &
ACCEPT
THE
NUMBERS and
YOUR NUMBERS...”**

**You will be OUT OF
BUSINESS!”**

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**Most of you DON’T treat this like a
Business...
You treat it like a THING!
...Guess what?**

“It pays you like a thing!”

**“If you don’t KNOW your numbers,
you ARE OUT OF BUSINESS!”**

- Robert Herjavec, Shark Tank

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3 STEPS



3 Step Process:

1. KNOW the Numbers
2. ACCEPT the Numbers
3. WORK the Numbers

"You need to take the information from today and apply it RIGHT AWAY, to make something out of it!"

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THERE'S NO SECRET

I JUST SHOWED MY PLAN TO 1200 PEOPLE. 900 SAID NO AND 300 LISTENED TO ME. OF THOSE 300, ONLY 85 DID SOMETHING BUT ONLY 35 SERIOUS, AND OF THOSE 35 ONLY 11 MADE ME A BILLIONAIRE.

- BILL GATES

IG | Entrepreneurs.Co



VERY IMPORTANT!

I know that a lot of you KNOW the numbers... but you are NOT ACCEPTING the numbers...

How do I know... because I see you NOT WORKING the numbers!

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If you will ACCEPT the numbers as TRUE... it gives you the POWER to WORK the numbers!

THERE ARE 3 KINDS OF
PEOPLE IN THIS WORLD
THOSE WHO ARE GOOD AT MATH,
AND THOSE WHO AREN'T

"Unfortunately a lot of people in Primerica think that they don't have to work these numbers because somehow they are different and so that's why they get the results they do!"

YOU WILL NOT WIN WITH THAT MENTALITY!

Remember...

"You can't beat the numbers, but the numbers can't beat you!"

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So... Primerica is publicly traded right?

There are analysts that all they do is study the numbers of Individual Businesses, the Economy, the Industry, and everything else! So their job with Primerica is to figure out everything that is going on with ALL of that, and then divide it by 80 million shares and decide what they *think* WE are going to make! They then put out a forecast on how we've done, through all their analytics and after studying all the numbers...And then they say OK in quarter 2 this is what Primerica's earnings per share are estimated at! This is all based on all the previous predictors!
(This is all FORWARD looking!)

Do you know that the analysts are generally within 1 to 3 cents per share!?!

► THEY can whittle it down to 3 pennies BUT, you don't know what your going to make next month?

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If at a company level they can forecast those numbers so accurately then we can forecast our numbers accurately as well!

Why is this also important ...

Because as a business person you have got to **KNOW, ACCEPT & WORK** your numbers!

Some of you are afraid to go full time because you don't know the numbers! I **KNEW** an **ACCEPTED** the numbers when I went full time even though I probably went a little too soon!

If you **KNOW** the numbers, **ACCEPT** the numbers & **WORK** the numbers, you will **KNOW** exactly what you are going to make this month!

Unfortunately what a lot of you are doing, is working from a **FEAR** and **SCARCITY** mentality and that's why you end up where you are! You need to work from a place of **CERTAINTY**... that this is how it works!

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If you ever have the opportunity to get on an "earnings" conference call with Primerica... this is a conversation that you will hear!

(By the way this statistic has not changed since Art Williams ran the company and many leaders since, have thought they could change them...they have never changed!)

THIS IS A HUGE PREDICTOR!

OF OUR LIFE LICENSED SALES FORCE...

15.5% of Reps
(when they write at least 1 sale)
Avg. 2.2 Sales
(in any given month)

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Some **CURRENT FACTS** at Primerica currently:



3400 - \$100,000 Earners
90 - \$1,000,000 Earners

120,000 (Licensed Reps) X 15.5% =
18,600 "Writing Reps" =
3400 (100k earners)/18,600 =
18.27%

CHANCE of making 100K if you are
Life Licensed and **WRITE** a **SALE!**

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You have to think in
terms of **DISTRIBUTION!**

Ie: ... "if you have **10**
Codes... How many are
making a sale?"

15.5% make a
sale... how many
people is that?

1.5 X 2 sales = 3 sales

***Over time this is the
Numbers!***

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**So if you want to
consistently make 30 Sales
a month in YOUR Base
Shop...How many CODES
do you need?**

(ie: 3 "Override" sales require 10 codes)

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**You have to also remember that not
all codes are created equally!**

Has anyone ever recruited somebody that never made a sale? They just happen to be one of those 85 that never did!

Here is a huge hint ...

NEW codes are WAY more productive than old codes!

I will give you an example ...

A month or so ago we did our Mandatory Annual Compliance meeting and you saw people come out of the woodwork and show up to do their mandatory annual compliance and you will hardly find a parking spot... they will come and you won't see them again, until when?

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Still don't ACCEPT the Numbers? Here are some Current Examples!

Mario Arrizon
Base 2019, YTD



TOTAL CODES: 451

**15.5% of 451 = 70
X 2 sales = 140**

RECRUITS: 1014
LICENSES: 127
LIFE SALES: 1065

NOVEMBER 2019:

Life Sales:
112
(\$93,000)

Ian Prukner
Base 2019, YTD



TOTAL CODES: 173

**15.5% of 173 = 27
X 2 sales = 54**

RECRUITS: 415
LICENSES: 67
LIFE SALES: 504

NOVEMBER 2019:

Life Sales:
47
(\$33,400)

Team Tenacious
Base 2019, YTD



TOTAL CODES: 82

**15.5% of 82 = 13
X 2 sales = 26**

RECRUITS: 64
LICENSES: 17
LIFE SALES: 183

NOVEMBER 2019:

Life Sales:
32
(\$24,197)

A Code is a "Licensed Agent!!!"

15.5% of Reps
(when they write at least 1 sale)
Avg. 2.2 Sales
(in any given month)
16% GET LICENSED!

What do we learn from this???

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So you have to be totally
focused on
coding/licensing people!

Where does that come
from?

RECRUITING!!!

GROW YOUR CODES

**MORE CODES =
MORE PREMIUM =
MORE INCOME!**



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**Here is a
Simplified
Formula:**

100 Codes

*(less than 2 years old)
Equals roughly...*

**\$100K
Income/Yr**

**So if you want to make \$200,000
or 300,000 a year in Primerica
what is the easiest way to think
about it?**

**“How many CODES do you
need?”**

**Well...100 Codes = 30 Sales/Mo
OR about a \$30,000 Base
Shop!”**

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Use the Law of Large numbers and
Leverage to get to this point...

You do not have to do this all by
yourself!



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BEST PRACTICE to LEVERAGE!

(what if you could change that 16% to 20 or 25%)

ON THE IBA...

REGISTER THEM FOR CLASS!

THEY SHOULD NEVER DO THE "ONLINE" VERSION!

(3% Get Licensed if they Go Online Version, vs 16%, according to the company!)



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Recruit to Life Sale SECRET!

Look at it this way! It's really a shortcut through all the minutiae!

Take your Number of Life Sales and divide by the Number of recruits! So I just did our "Year to date" numbers just on our base shop from

January – November!

183 Life Sales/64 Recruits

=

2.85

So EVERY recruit that comes into our business is worth

2.85 Life Sales per year!

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The numbers are the numbers...These are YOUR numbers!



So what if...

Formula then is...for every...
1 Recruit = 2.85 life Sales

So if you want to do
50 Life Apps per month...
how many Recruits you need monthly?

About **18** Recruits

So if you want to do
100 Life Apps per month...
how many Recruits you need monthly?
About **36** a month

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Just so you know...

The company average is 1:1
(1 Recruit = 1 Life Sale)

What does that mean???

YOUR TRAINING is almost **TRIPLE**
(1 recruit = 2.85 sales) as good
as EVERY WHERE else in
Primerica, based on your
RESULTS!

THE MESSAGE:
GET RECRUITING and
LEVERAGE OUR
SYSTEM!



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SO...in the end...**KNOW, UNDERSTAND & ACCEPT THE NUMBERS and YOUR NUMBERS**



By knowing **YOUR** numbers, and by knowing **THE** numbers, you *now* know EXACTLY how to treat this like a business and DO exactly what you need to do to grow!