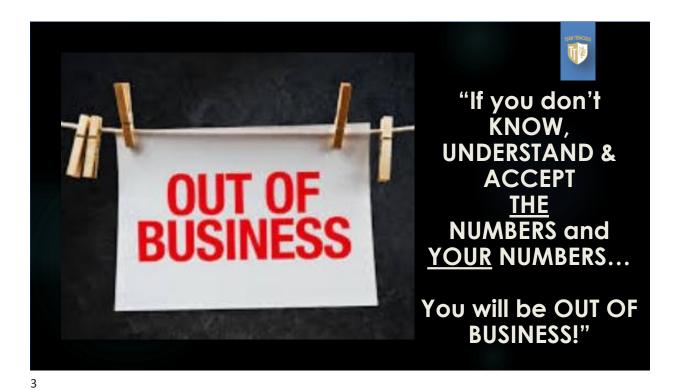


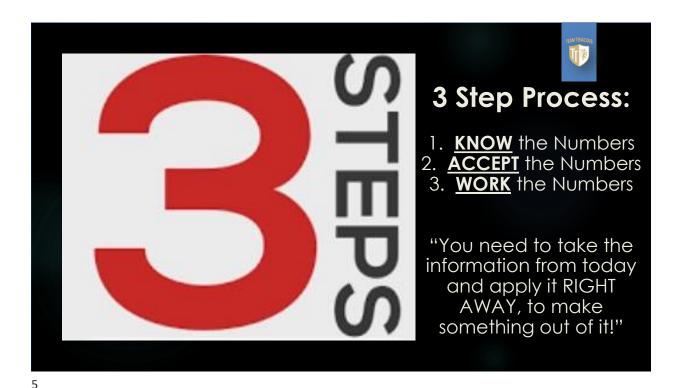
TODAY WILL SPEED UP YOUR BUSINESS MORE THAN ANY TRAINING EVER HAS!

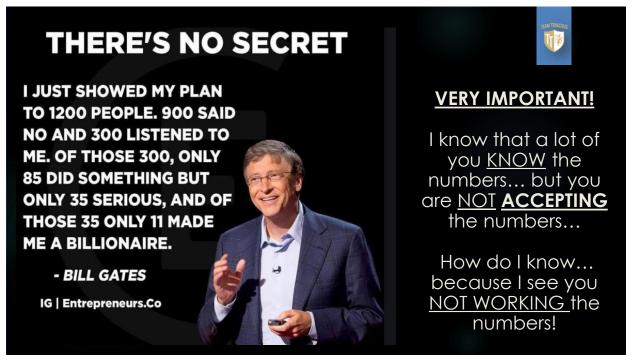
1

This is a NUMBERS Business! (All REAL Businesses are!)











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

"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!"

/



THERE ARE 3 KINDS OF

PEOPLE IN THIS WORLD

THOSE WHO ARE GOOD AT MATH, AND THOSE WHO AREN'T

So... Primerica is publicly traded right?

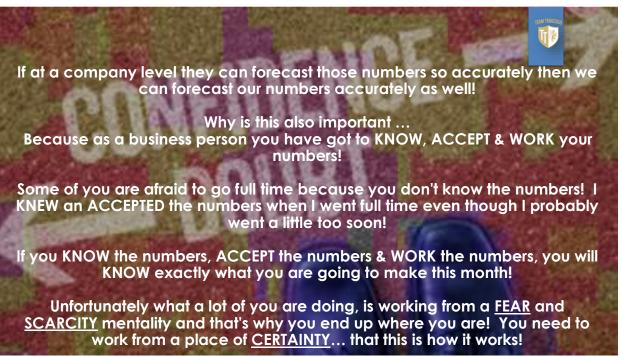


There are analysts that all they do his study the numbers of Individual Businesses, the Economy, the Industry, and everything else! So their job with Primerica is to figure out everything that is going on with ALL of that, and then divide it by 80 million shares and decide what they **think** WE are 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 <u>cents</u> per share!?!

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



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)

(in any given month)

_

Some CURRENT FACTS at Primerica currently:

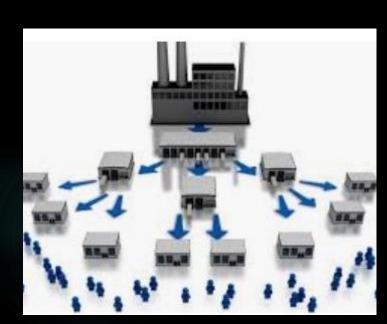


3400 - \$100,000 Earners 90 - \$1,000,000 Earners

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!

11





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

le: ..."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!



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!

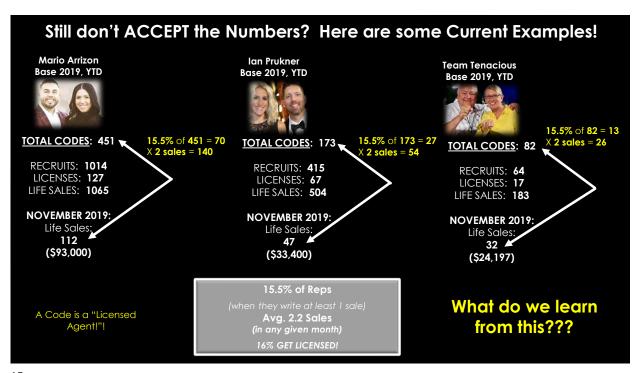
Has anyone ever recruited somebody that never made a sale? They just happen to be one of those 85 that never did!

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?





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!"

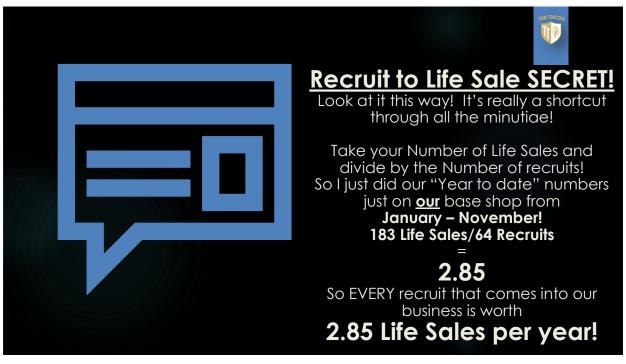
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Use the Law of Large numbers and Leverage to get to this point...

You do not have to do this all by yourself!









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

25

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!





