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

1

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

2

1

"If you don't
KNOW,
UNDERSTAND &
ACCEPT
THE
NUMBERS and
YOUR NUMBERS…

You will be OUT OF
BUSINESS!"

3

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 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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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!

"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

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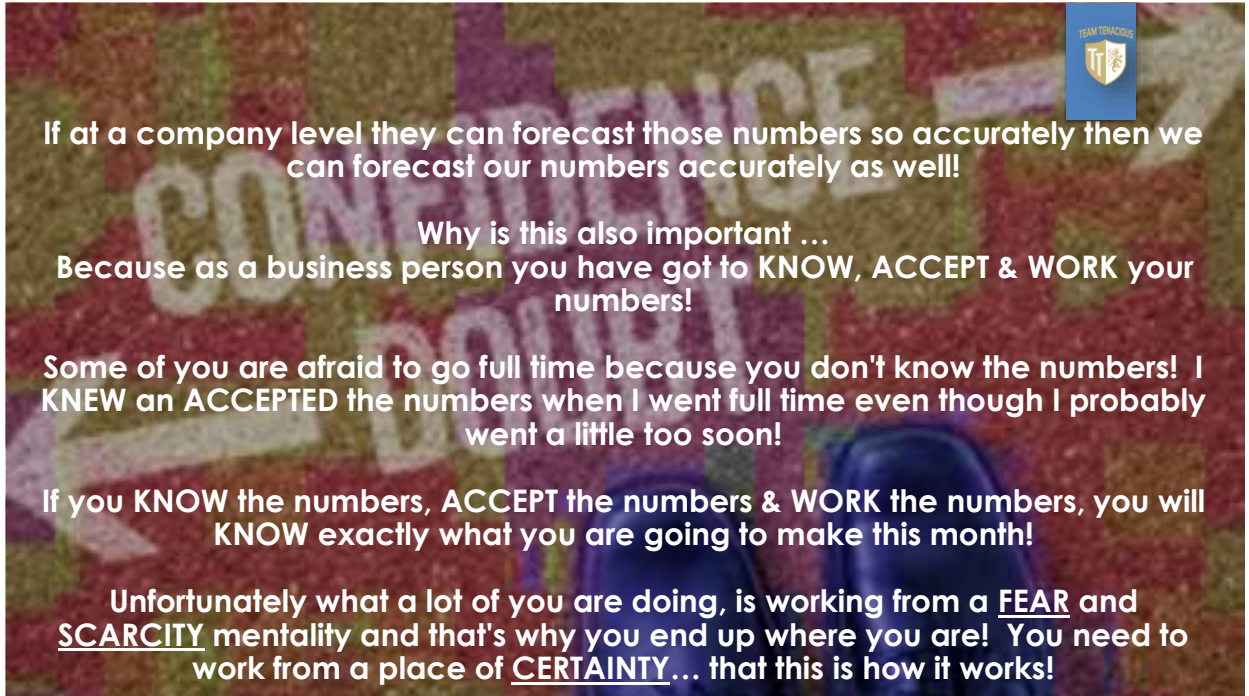**So… Primerica is publicly traded right?**

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 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!
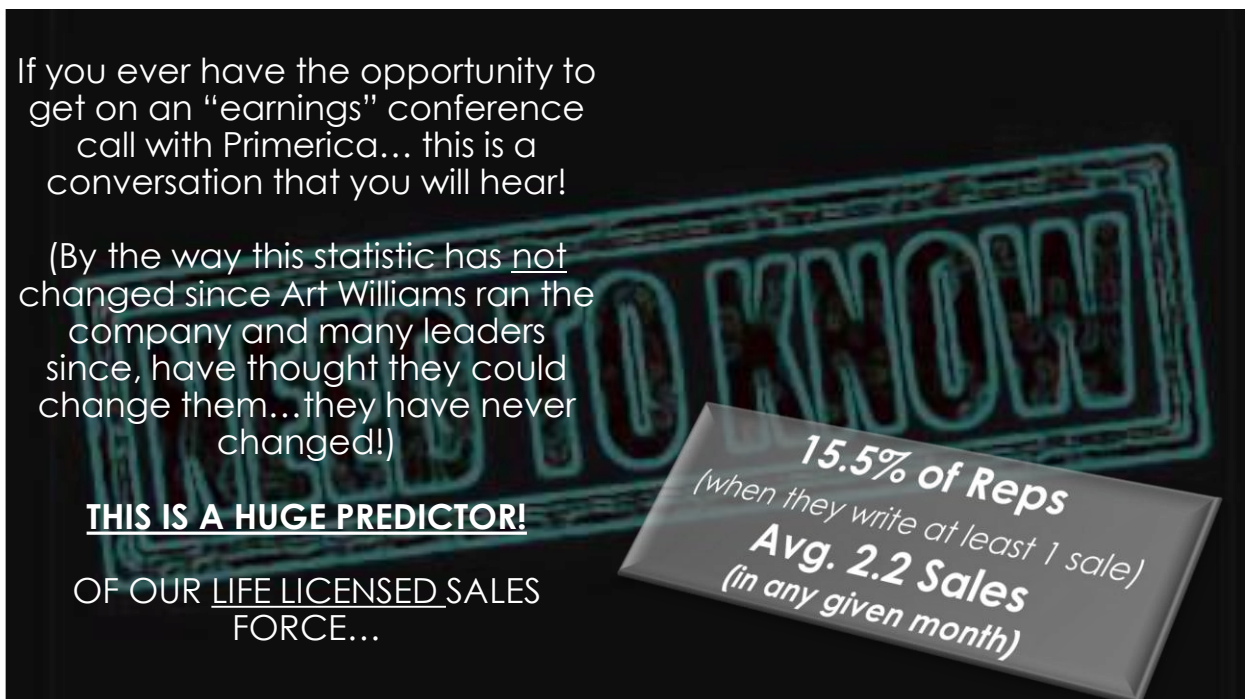
Why is this also important …
Because as a business person you have got to KNOW, ACCEPT & WORK your numbers!

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:

Statistically Speaking

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)

A Code is a "Licensed
Agent!"!

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)

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

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)

**What do we learn
from this???**

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

Where does that come
from?

R E C R U I T I N G!!!

GROW YOUR CODES

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

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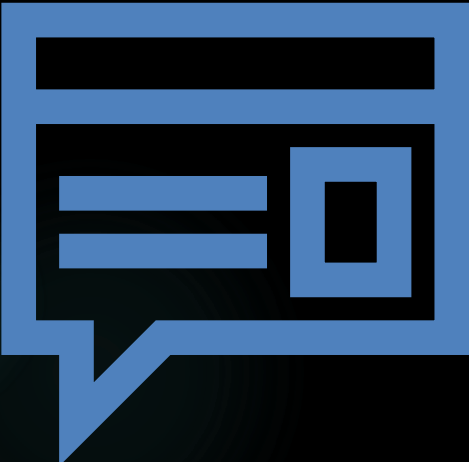(what if you could change that 16% to 20 or 25%)

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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STATISTICALLY SPEAKING
...in our organization

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

TEAM TENACIOUS

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 <u>THE</u> NUMBERS and <u>YOUR</u> NUMBERS

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

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