Module 1

BYER BUILDER$ 
FAST START ORIENTATION
Please

1. Turn off/mute all cell phones and wi-fi connections.

2. Keep movement to a minimum while the meeting is taking place.

3. Enjoy your time with us!
BRING TO THE OFFICE

- Spiral notebook
- Pen
- Positive attitude
- Business dress
What is Primerica?

A coop of independent business people with an opportunity to recruit, train and develop unlimited amounts of people which leads to lifetime income

It is a BIG BUSINESS (not a hobby) that can change EVERYTHING for you.
Welcome to Primerica!

By joining our team, you’ve shown that you’re committed to being a SUCCESS and your success is important to us. This module has been specifically developed just for you – the new recruit. The concepts and guidelines you’ll find throughout this module were designed to get your new business on the fast track.

At Primerica, we believe that you can achieve your dreams. Our time-tested, proven system has helped train thousands of new leaders. We believe that to be successful all you need to do is follow these simple steps:

DREAM IT. PLAN IT. DO IT.
Welcome to Primerica!

• For more information about our incredible company, who we are, our mission and history, visit [www.primerica.com](http://www.primerica.com). As soon as you receive your solution number, you can access all the information to help build your business on Primerica Online ([www.primericaonline.com](http://www.primericaonline.com), POL).

• **Get Trained:** On POL, click on the Training & Development tab to access training and motivational tools. Under this tab, there are seven key instructional areas: *Why Primerica, Getting Started, Building Your Business, Leadership, Training in Spanish, Canada Training, and Social Media.* Click on any of the tabs for relevant information.
The First 90 Days

• Engage for 90 – Download the App

• $3 \times 3 = \text{BONUS}$

• Licensing

• Get Promoted
**Promotion Guidelines**

**Representative (25%)**
- get your insurance license!

**Sr. Representative (35%)**
- recruit a minimum of 2 personal recruits
- submit $1,000 in personal premium

**District Leader (50%)**
- have a minimum of 3 personal recruits
- submit $2,500 in team premium in 1 month

**Division Leader (60%)**
- have a minimum of 5 personal recruits
- submit $5,000 in team premium in 1 month
- submit U-4 Application and open windows
Promotion Guidelines

Regional Leader (70%)
- have 3 Direct Licensed Districts
- be Securities Licensed
- submit $7,500 in team premium in 1 month

Regional Vice President (110%* - 120%**)
- have 6 Direct Licensed Districts or above
- be Principal Licensed (Series 26)
- Submit $10,000 a month in team premium for 2 months
- Make Promotion Exchange
* Personal commission earned on ALL insurance premium
** At $10,000 in Base Shop Premium, contract increases to 120%

REGIONAL VICE PRESIDENT IS THE GOAL!
The Twice-a-Week System

Monday 7p / Saturday 10a

or

Tuesday 7p / Saturday 10a

Attendance is Key
MY COMMITMENTS

TIME COMMITMENT
Two Week Nights & Saturday Mornings

COMMUNICATE DAILY
With your Field Trainer/Full-Time Upline

LEARN
By Doing / Attending Everything
Work the Right Market

Working in the right market is critical to your success. The right market will help you make money and build a solid business. Each of the following 5 categories is worth one point.

During your field training (across the kitchen table), you’ll only see 4-5 pointers. Three pointers and below will be invited directly to an Opportunity Meeting or to a one-on-one interview by your trainer.

<table>
<thead>
<tr>
<th>Your Target Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Age 25-55</td>
</tr>
<tr>
<td>2. Married</td>
</tr>
<tr>
<td>3. Has children</td>
</tr>
<tr>
<td>4. Home owner</td>
</tr>
<tr>
<td>5. Employed full-time</td>
</tr>
</tbody>
</table>
These questions are helpful when inviting a prospect to an Opportunity Meeting:

- Would you be open to learning something new and earning more money?"
- Would you be interested in earning extra money if you could do it part-time?
- Would you be interested in a career change if the money was right?
- Could you use extra income over the next year?
- If I could show you a way to increase your income, you’d want to look into the possibility, right?
- “John, you’re a friend of mine, right? I’ve just gotten involved in a business I’m very excited about. I respect you and Mary a lot and would like to have you come and look at the business to see if you see the same potential I do.”

Once you receive a positive response, say: “The company I’m working with has an Opportunity Meeting scheduled on (selected date and time) for interested and qualified candidates. I’d like you to join me as my special guest, okay?” Get their commitment and finalize details. Offer to pick them up for the appointment.
### Memory Jogger – who comes to mind?

- Co-worker
- Boss
- Partner
- Janitor
- Security guard
- Delivery person
- Administrative staff
- Customer
- Parking attendant
- Landscaper
- Coffee shop
- Personnel manager
- Salespeople
- Boss’ boss
- Lunch with
- Competition
- Repair person
- Copier person
- Complainers
- Inspector
- Credit Union/banker
- Fired-up male
- Fired-up female
- Federal Express
- UPS
- Delivers mail
- Lost job
- Will be laid off
- Job hunters
- Dislikes job
- Missed promotion
- Most likable
- Needs part-time job
- Engineer
- New employee
- Time keeper
- Operator
- Payroll
- Contractor
- Mover & shaker
- Preacher
- Nurse
- Dentist
- Doctor
- Principal
- Teacher
- Coach
- Gym
- Therapist
- Hairdresser
- Carpenter
- Mechanic
- Car salesperson
- Gas station
- Police officer
- Painter
- Roofer
- Book store
- Department store
- Grocery store
- Convenience store
- Waitress/waiter
- Chef
- Cashier
- Dishwasher
- Hardware store
- Truck driver
- Pharmacist
- Flower shop
- Health spa
- Fast food restaurants
- Toy store
- Dry cleaner
- Student
- Repair person
- Movie rental
- Theater
- Realtor
- Office supplies
- Pizza delivery
- Phone installer
- Pest control
- Bowl with
- Hunt with
- Golf with
- Fish with
- Tennis with
- Ski with
- Soccer with
- Baseball with
- Softball with
- Football with
- Hockey with
- Bike with
- Racquetball with
- Swim with
- Jog with
- Firefighter
- Scout leader
- Barber
- Auctioneer
- Photographer
- Guidance counselor
- Musician
- Sister-in-law
- Brother-in-law
- Father-in-law
- Mother-in-law
- Brother
- Sister
- Father
- Mother
- Cousin
- Aunt
- Uncle
- Nephew
- Niece
- Best friend
- Farmer
- Military
- Babysitter
- Sitter's parents
- Neighbors
- Best man
- Maid of honor
- Bartender
- Bridesmaids
- Ushers
- Groomsmen
- Singers
- Plumber
- Plays bridge
- Plays bingo
- Plays poker
- Church
- Plays pool
- Carpool
- Yoga
- PTA
- Hometown
- School reunion
- College annals
- Optimist
- Eat out with
- Dancing with
- Daycare center
- Park
- From out-of-state
- From out-of-province
- Has a truck
- Plays instrument
- Lifts weights
- Beard
- Little League
- YMCA
- Apartment manager
- Ambitious
- Outgoing
- Enthusiastic
- Trustworthy
- Hard-worker
- Chiropractor
- Nice smile
- Works nights
- Quit smoking
- SCUBA diver
- College professor
- In management
- Does odd jobs
- Works second job
- Mortgage broker
Because we don’t advertise, we request that you recommend 8 - 10 people like yourself that could benefit from having an FNA (Financial Needs Analysis) and, of course, they can make up their own mind. Is that fair enough? Y/N

Client ___________________________ Phone # ___________________________ Training Rep ___________________________

Spouse ___________________________ Phone # ___________________________ Date ___________________________

Please circle the person we should speak with and list their occupation in the designated area.

<table>
<thead>
<tr>
<th>WHO DO YOU KNOW?</th>
<th>FAMILY</th>
<th>BEST FRIENDS</th>
<th>CO-WORKERS</th>
<th>HOBBIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Husband</td>
<td>Wife</td>
<td>Last Name</td>
<td>Home Phone</td>
<td>Cell/Work Phone</td>
</tr>
<tr>
<td>Address</td>
<td>City</td>
<td>State/Province</td>
<td>Zip/Postal Code</td>
<td>Relationship</td>
</tr>
<tr>
<td>Occupation</td>
<td>□ Age 25-55</td>
<td>□ Married</td>
<td>□ Children</td>
<td>□ Homeowner</td>
</tr>
<tr>
<td>Referred by/Notes:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Husband          | Wife   | Last Name    | Home Phone | Cell/Work Phone | E-Mail |
| Address          | City   | State/Province | Zip/Postal Code | Relationship |
| Occupation       | □ Age 25-55     | □ Married    | □ Children | □ Homeowner | □ Employed F-T | □ Income $25K+ |
| Referred by/Notes: | | | | |

| Husband          | Wife   | Last Name    | Home Phone | Cell/Work Phone | E-Mail |
| Address          | City   | State/Province | Zip/Postal Code | Relationship |
| Occupation       | □ Age 25-55     | □ Married    | □ Children | □ Homeowner | □ Employed F-T | □ Income $25K+ |
| Referred by/Notes: | | | | |

For Training and Educational Purposes Only
ASSUMPTIONS

Presentation = FNA
FNA = Client
Client = Referrals/Recruits

and REPEAT!
2 Situations

• They’re Doing Something Financially
• They’re Not
2 Situations

• They Don’t Own Any

• They Own
  (the wrong stuff or not enough)
A “GOOD” Night
in the Field!
A “Good” Kitchen Table

• Gather information on the mobile FNA properly
• Get commitments
• Set the 2\textsuperscript{nd} Appointment
### Personal Information

<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name</td>
<td>John</td>
</tr>
<tr>
<td>Last Name</td>
<td>Doe</td>
</tr>
<tr>
<td>Nickname</td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td>Male</td>
</tr>
<tr>
<td>Date of Birth</td>
<td>Jul 28/1982</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spouse</td>
<td></td>
</tr>
<tr>
<td>First Name</td>
<td></td>
</tr>
<tr>
<td>Last Name</td>
<td></td>
</tr>
<tr>
<td>Nickname</td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Date of Birth</td>
<td></td>
</tr>
</tbody>
</table>

### Representative Information

<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Representative</td>
<td>Gerald L Byer</td>
</tr>
<tr>
<td>Trainee Rep</td>
<td></td>
</tr>
</tbody>
</table>

### Location

<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Client Location</td>
<td>MI</td>
</tr>
</tbody>
</table>

### Language

<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language</td>
<td>English</td>
</tr>
</tbody>
</table>
Paid securities license
Meet the requirements, and get your securities license with no money out of pocket.

Extremely low start-up cost
Just $99 and $25 a month (plus applicable taxes). You just can’t beat it!

Success possible in any economy
You just pay your own business expenses!

Start part-time
You don’t have to leave your current job to start your future career?

No financial experience necessary
We teach you what you need to know?

Products you can be proud of
Primerica markets financial products from companies you know – and respect!

Leadership and personal development
We don’t just teach you about financial services. Primerica teaches you how to lead.

A public company
Primerica is listed on the NYSE with the stock symbol PRI.

Better than a job
No 9-5 schedule. Work where you want and when you want.

Great unlimited income potential
Earn what you’re worth.

Professional marketing materials
Smartly designed brochures, easy-to-use websites, cutting-edge e-magazines, videos on the topics you care about, and presentations you can use on your mobile device!

Numerous world-class incentive trips
Hawaii, Puerto Rico, Las Vegas – Primericans go places!

Earn commissions not just based on your efforts, but also the efforts of your team
Building others helps you build yourself? When your team earns more you can, too, through our amazing compensation structure.

Fun, competitive environment
You haven’t seen a good time until you’ve seen a Primerica event?

Freedom to make your own schedule
When you’re your own boss, you can be there when your family needs you.

Where else can you find a system devoted to your success?
Where else would you have so much support?
GOAL #1

3 x 3 in 30 days!