

LEARNING WHAT TO SAY

Primerica has a proven track record of helping millions of families get the right amount of life insurance coverage, become debt-free and prepare for retirement, so there is never a need to deviate from the script (don't wing it). We always do what's right, and we never want to say things that could be misinterpreted.

MARKETING

You must learn how to market your business.

US ARMY: BE ALL YOU CAN BE

US NAVY: IT'S AN ADVENTURE

US MARINES: LOOKING FOR A FEW GOOD MEN

None of them say.... Join Us, "Because we'll send you to 8 to 10 weeks of training, so that we can prepare to deploy you to some of the most extreme and unstable territories!" "By the way.." "You may also get seriously injured, lose some comrades, or die!"

Point: ***Do not destroy your business by not understanding how to market it! We will teach you how to market and brand yourself along with your business!***

These approved scripts are designed for the various ways you may reach out to your hot and warm markets — including via phone, txt messages, or in face-to-face conversations. **It is very important that you learn to say these scripts as they are written.** Always using these scripts gives you the assurance that you are using the right words 100% of the time.

Practice saying the scripts in front of the mirror, with your partner, or a designated team lead!

Overcoming Objections

What is this?

Your Answer: I'm in training. I will be obtaining state licenses to teach our communities how to *Get Money Fit* with practical solutions.

What's the name of the company?

Your Answer: Are you familiar with Primerica? (Wait For Answer)

If No – No problem! We're going to be learning about Primerica and the concepts that we educate on during my training. Which works best for you? Weekday or Weekend? (Wait For Answer)

If Yes – Great, have you ever heard a Primerica presentation before? (Wait For Answer)

IF Yes:

Great! We can recap what you remember as we discuss how money works during my training. Which works best for you? Weekday or Weekend?

(Wait For Answer)

If No – No problem! We're going to be learning about Primerica and the concepts that we educate on during my training. Which works best for you? Weekday or Weekend? (Wait For Answer)

What do I (we) have to do?

Answer: All you have to do is listen, take notes (if you desire) and ask questions. And if you enjoy the info we can discuss how to partner with us and help me further my training!

Does My Spouse need to be present?

"Yes, I really need them to be there. I'd really like them to see what I'm doing also. What works best for the both of you? Weekdays or Weekends?

Get back to me. I have to check with _____ (spouse).

"No problem...I'm booking my schedule to ensure I obtain all my credits, so let's set a tentative appointment right now. What time is better _____ or _____? "

We're really busy.

"I completely understand! We all have a lot going on, but I really need your help. Why don't we just go ahead and set up a time to get together, and if for some crazy reason something comes up, call me. and we can reschedule."

We have all our finances in order.

"I figured you and _____(spouse) would have everything in order. I just need your help to satisfy some training."

I already have a financial planner.

"I understand, _____. But let me ask you that...If you were told tomorrow that you needed to have open heart surgery right away, would you at least get a second opinion before going into surgery? **(WFA)**

Well, _____, your financial future is just as serious, and wouldn't you want a free second opinion to make sure you were on the right track?