

Four Cornerstones of Success

1. Believe in What You're Selling

1. Close yourself. You can't outsell your level of belief in yourself, so be confident!
 - a. Establish yourself as an expert on these products: Mortgage Protection, Final Expense, EIUL, Annuity, and Term Life Insurance.
2. Provide solutions to your warm market to grow your sales and establish yourself as a trusted partner.

2. Work and Counsel Through MACC

1. Pick up the phone. Make 200-300 dials each week.
2. Set a minimum of 12-15 appointments (this will yield \$5000+ in production).
3. Write applications and work with families to understand their needs.
4. Counsel constantly through **MACC** – **M**assive **A**ction, **C**onstant **C**orrection.
5. Share the opportunity with others:
 - a. Make a list of names of potential recruits.
 - b. Use your leadership skills to help build your business and be sure to utilize the system.
 - c. Lead your team, support your team, encourage your team.



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3. Commitment to Ongoing Self Improvement

1. Work on yourself more than your business.
 - a. Read educational material for 20-30 minutes daily.
2. Be a student of the SFG training modules and Symmetry U.
 - a. Visit simplysfg.com daily.
 - b. Record all training modules/media to listen to as you drive to your appointments.
3. Plug into everything! This is the #1 priority over any sales or recruiting activity.
 - a. Conference calls
 - b. Local/regional/national training events and meetings
 - c. Symmetry U
 - d. Newsletters and Symmetry social media accounts
4. Adapt quickly!
 - a. Ask the right questions. What do I do next? Embrace changes.
5. Take 100% responsibility for your life.
 - a. Embrace the hardships of this business and celebrate the successes.

4. Associate With the Right People

1. Learn to develop relationships with the people who are where you want to be.
2. Communicate with your upline.
 - a. Use specific examples of how they have helped you and reach out with specific questions when you need support.
3. Communicate with a positive attitude.
4. Understand and respect proper communication.