TOP TEN REASONS TO WIN

1. ____________________________________________
2. ____________________________________________
3. ____________________________________________
4. ____________________________________________
5. ____________________________________________
6. ____________________________________________
7. ____________________________________________
8. ____________________________________________
9. ____________________________________________
10. ____________________________________________
MONTHLY FOCUS

Cash Flow/Month: ____________________  Cash Flow/Year: ____________________

Personal Recruits: ____________________  Personal Production: ________________

Base Recruits: _________________________  Base Production: ________________

FOCUS ON 10/10

You must focus on 10/10 from your personal effort. This is the engine that will carry the base. By doing 10/10, you normally help Fast Start three (3) to five (5) new trainees, as well as taproot and put your organization on the move.
I know the only way I will become successful is to train and to duplicate new trainers.

I know exactly how to win. I win by field training one person at a time.

I must remain simple in my presentations and training. I must be consistent and predictable.

I have to do it fast, so the trainee can see how easy it is to do.

I understand that the future of the new trainee and his family is in my hands.

I must do it right and do it with pride.

My trainee will be successful because of my commitment, dedication and belief in the mission of our business.

Rather than giving a man a fish, I will teach him how to fish.

I am proud to be a Builder - an SMD Fast Start Trainer.
OUR TEAM

Show your organization chart
THE HOT LIST

NEXT MDS:

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<th>Name</th>
<th>Spouse</th>
<th>Current Situation</th>
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THE HOT LIST *(continued)*

**FAST START:**

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*Where is the potential explosion?*  
*Who has the potential to be a great builder?*
FOCUS ON FAST START

THE PROPER INTERVIEW

- The trainee must be present at the interview.
- “Please hold your questions until the end.”

1. BACKGROUND:
   Establish connection and find a common ground.

2. FLIP CHART:
   Quickly review for about five (5) minutes
   “Of all the things presented to you, which stood out the most, or intrigued you and brought you back here?”
3. **GOAL/PURPOSE:**
   “What is the purpose for you to want to succeed in this business?”
   “If you make good money, what plans do you have for your family? As for me, I paid off our
debt and was able to retire my wife and buy a home for our parents.”

4. **LEADERSHIP:**
   “Have you had leadership experience or been in any leadership position before?”

5. **ANSWER QUESTIONS:**
   “I’m ready for your questions! Please note that most of your questions will be answered
through field training and by attending the classroom training.”

6. **TIME COMMITMENT:**
   Show a weekly calendar.
   “Are there times of the week when you are not available to do this business?”

7. **AMA/FAST START**
   “Let me help you get started.”
FAST START

1. SET UP THE APPOINTMENT:
   Starter Kit – “Please read The Moment of Truth/Facing the Challenges* to have an overview of our business. It should take about a half hour, but it will explain the start up of our system. I will be at your house at 7 p.m. tonight to help you get started. And, by the way, it would be an honor to meet your spouse. It would be great if you could finish your dinner before I arrive.”

2. PRESENT THE FLIP CHART TO THE SPOUSE:
   To recruit the spouse or help the spouse understand the business.

3. FINANCIAL FOUNDATION/FINANCIAL STRATEGY:
   It is critical that they understand our mission and solution.

4. THE SYSTEM FLOW
   Show the four (4) boxes of the system.

5. SET 3-3-30 GOAL
   Explain the advantage of a Fast Start – 3-3-30.

6. PERSONAL PROSPECT LIST (PPL):
   Do the PPL with the new trainee and spouse.

7. FIELD TRAIN ASAP:
   Qualify the top five (5) to 10 prospects and take them into the field.

Sell 3-3-30

- The trainee must have a clear goal from the start.
- Sell understand: “You will learn the most about the business in the next 30 days!”
- Sell doable: “All you need to do is to follow, observe and take notes.”
- Sell a sense of urgency and momentum for the business.
- Sell the formula for success.

* Written and published by Xuan Nguyen. Not a publication of or by World Financial Group, Inc.
FIELD TRAINING

- Run the System, do not talk about the System: Create a habit of action, duplication and coachability for the new trainee.
- Dress properly.
- Have enough materials with you or in your car (Applications, AMA, Fast Start Kits, etc.).
- Demand at least two (2) to three (3) appointments per night to go out in the field. The trainee must know your time is valuable. Don’t let them know you have all the time in the world for them.
- Qualify the trainee’s market before you go.
- Do it right and do it with pride. The trainee is observing you.

FIELD TRAINING MENTALITY

- Field training is leading by example, and not just recruits or making sales.
- Field train to crank up speed, jump start or restart the organization.
- Field train to increase cash flow.
- Field train to taproot and inject momentum or solidify a leg.
- Field train to transfer the master copy down to the organization.
- Field train to detect a potential new builder or create a recruiting explosion.
- Field train to build relationships.
- Field train to earn the right to ask your people to go out to the field.
THE PRESENTATIONS

1. Recruit Presentation/Flip Chart - Make sure to address the following:
   a. Is there a market for what we do?
   b. What is the solution?
   c. Can I do it?
   d. Is there money in it?
   
   *It is a combination of good business and a good cause. Show excitement and conviction!*

2. The Financial Foundation is not only a powerful concept, but also a winning presentation. Few can argue against it. After all, you educate people. You can’t lose, they can’t lose. Don’t be afraid to stand firm - just do it happily.

*Believe in the Company ◆ Believe in the Concept ◆ Believe in the Solution ◆ Believe in Yourself*

• When doing the financial strategy, make sure the solution is suitable and affordable for the client. It is not only good for the client, but it is also very good for building purposes. You build the mission, vision, trust, confidence and happiness for the trainee. You truly build the trainee.

• Stay simple, keep it doable. If it cannot be duplicated, you and the trainee are big losers.

• On the way home, ask the trainee for feedback and find out what he learned during the appointment. Praise him for the appointment whether you were able to close or not.
AT PEOPLE’S HOMES

- Be on time. Call if you are running late.

- Teach the trainee to introduce you.

- Inform the prospect that you will be there for as short time: “The appointment will only take about 30 - 45 minutes because I have other appointments tonight.”

- Make sure that the husband and wife are both present. If they are not, come back for another appointment when both are available.

- Minimize any distractions before presenting. Ask to have the television or music turned off; wait until they have finished their dinner or completed phone calls. If it’s too long, set a new appointment to come back. Don’t show that you are too desperate for the appointment.

- Since you are with them for a short time, you have an option to defer complicated questions until the next appointment.

- Don’t drag on too long - that may kill the trainee. You can always come back, or they can come to see you if they are interested.

- If the situation looks good proceed. If it doesn’t, cut it short so that you still have a chance to come back. Remember, many people do not get it the first time.

- Always show appreciation to the prospect(s) regardless of the outcome.
HOME BPM

- Be there early to set up.
- Serve food or snacks preferably after the presentation.
- Make sure to have enough trainers to help you if you have more guests.
- Be flexible with the flip chart, “Building a Financial Foundation,” and when answering questions.
- Sign up new recruits and conduct proper interviews, if possible.
- Perform a personal financial strategy or set a follow up appointment when appropriate.
- Have a short meeting after the meeting with team members (before finishing) to review the process, praise their effort and assign follow-ups.
AT THE OFFICE BPM

• Be the key player at the BPM.
• Come early to set up the office.
• Attend the Manager’s Meeting (Meeting Before the Meeting).
• Inform your leader about your team’s achievements for recognition.
• Make sure all people get out of their offices and into the Mozone area.
• Be mobile, greet team members and their guests.
• Tell guests that you want their feedback at the end of the BPM.
• Take guests to their seats in the BPM room. Go for a front seat.
• During the training/meeting, be ready to stand up, declare your goals publicly and contribute to the momentum of the meeting.
• As a trainer, you are not limited only to your role out in the field. Your actions and attitude in the BPM are also an important training example to the trainee.
• After the BPM, meet the guest at the door with the trainee. Have the guest fill out the Business Review Card and set a follow up appointment.
• Teach the trainee that he should help you in locking the appointment and be available at the follow-up interview.
• In the meeting after the meeting, make sure you and the trainers have all of the appointments and follow-ups booked for the next several days. If there are more appointments, please use another trainer’s help to match up.
PROSPECTING/PROSPECT LIST

- Work on your Personal Prospect List (PPL) daily.
- Check your trainee’s PPL regularly. Did they add new names? Did they contact them?
- Don’t ask the trainee to do the PPL. Fill out the PPL with the trainee and his/her spouse.
- Spend 1 – 3 hours per day on prospecting, contacting, and follow-up.
- Ask the people you know, “Who do you know who would want to own a business, change careers or make money?”
- Tell the people you don’t know, “My company is expanding and looking for people.”
- Quantify and qualify the PPL. You must know their market.
- Have a copy of the trainee’s PPL (8 pointers).
- The growth or decline of an organization depends on the PPL activities and the team’s PPL.
BELIEVE IN THE NUMBERS GAME

- It’s not the skill or the know-how. It’s not the right people the right market, nor the right approach.
- It’s the Large Numbers game. It is pure hard work.
- You can always control the business by controlling the number of activities or appointments.
- More activities will yield more -
  - More Contacts
  - More Invitations
  - More Presentations
  - More Recruits
  - More Sales
  - More Duplication
  - More Experience for Trainer/Trainee
  - More Cash Flow
  - More Promotions
  - More New Builders
  - More BMPs
  - More Home BMPs
  - More Guests to BPMs
  - More Team to the Meeting
  - More Team to the Local Event
  - More Team to the Big Event

*Don’t believe in magic. Believe in the 30-Day Relentless!*
FIELD TRAINING ULTIMATE PURPOSE

The number one purpose of Field Training is to go as deep as you can for the trainee.

3-3-30 is the vehicle to go wide and deep. The sooner you get to four (4) deep or more, the sooner you will solidify the leg. In addition, you would have just helped build a good organization for your Trainee.

If you focus only on completing three (3) Recruits and three (3) Sales, you may lose sight of going deep.

Go 10 deep if you can and make sure you take personal responsibility in making it happen.

Treat everyone in your base as your direct recruit.

Treat every MD in your hierarchy as your First Generation MD.

A 4-deep MD leg is a solid leg that lasts a lifetime.
CALLING YOUR TEAM

1. Try to call all teammates in your base everyday, or at least the Top 10 key players.

2. Call your key leaders in your Super Team.

3. Try to limit each call to no more than five (5) minutes.

4. Most calls do not necessarily have to be about the business or the results of the business. Build relationships, and share the good news and good things.

5. Ask about their families whenever you can.

6. Your people must see that you care about their success, however, you are also determined to win and rise to the next level.

7. In conference calls, make sure to discuss important issues. For monitoring purposes, be sure to do it fast!

8. Share good news with the team. Praise the teammate who has the greatest results in order to inject competition, momentum and a sense of urgency.
THE DAILY CHALLENGES

“It is the daily discipline that will make or break you!”

1. Be at the office by 9 a.m. - otherwise, you will have a big challenge building full-timers.

2. Prioritize the Top 5 items on the “To Do List of the Day.”

3. Work on the main things: Prospect, contact, follow-up, interview, presentations, appointments or any activity that will lead to recruits and sales.

4. Suggested Schedule:

   9 AM – Noon         Full-timers Meeting
                        Work on Priority List
                        Work on the Main Things
   Noon – 1 PM         Lunch/Lunch Appointment
   1 – 5 PM            Continue on the Main Things
   5 – 11 PM           Five (5) Field Appointments
   11 PM – Midnight    Contact Key Leaders
                        Monitoring
                        Set priorities for the Next Day

If you are a Part-Timer:
Go out in the field and work on the main things from 5 to 11 PM.
SAY GOOD THINGS TO PEOPLE

1. Learn to recognize the trainee’s achievements no matter what or how small it is. Recognize them every time they make a presentation, pass their licensing exam, or when they have a new recruit or a sale.

2. Look for ways to recognize your people during the BPM night, the local event and the big event. Make sure they run and qualify for the contest.

3. Look for the good qualities in people, and ignore their shortcomings.

4. Find good news and share good news.

5. Say good things about your people to other people even though they are not present.

6. Say good things about others outside your organization.

7. Know their families by their first names. Know their teams.

8. Learn to absorb, neutralize and contain problems. Do not share or spread problems!

9. Be sincere when you praise or recognize people.
EMOTIONAL DISCIPLINE

- Don’t show that you are hurting.
- Don’t worry too much.
- Avoid negative people.
- Don’t pay too much attention to advice from bench sitters.
- Don’t try to win on your people.
- Don’t try to solve people’s problems.
- Ignore the bad. Instead, look for the good in people.
- Don’t buy any excuses nor sell any excuses.
- Don’t prejudge people.
- Have a higher level of tolerance.
- Take a deep breath and move on.

BE CAREFUL

- Don’t oversell. The track record of our business is good enough. There’s no need to exaggerate.
- Don’t over project future earnings or performance.
- Don’t use unapproved materials.
- Don’t say things of which you are not sure.
- Don’t wing it. If you don’t know, tell them you will get back to them with the right answer.
- Don’t over introduce your leader or their track record.
- Don’t fake it until you make it. Don’t be plastic fantastic. People can smell a phony a mile away.
- In building, short cuts will end up collapsing.
- Be steady. Be sincere. You will get there.
BE REALISTIC

- Be system driven, not personality driven. If you’re too good or too powerful, people will depend on you rather than depending on the system.
- Don’t use the system for your personal purpose. Don’t blame the system for your personal mistakes. Be a system builder, not a system user.
- Build the system through events.

As a trainer, do your part: Recruit, Fast Start and Duplicate people, and bring them to events - especially the big events. You can’t build people by your personal effort alone. It’s the big events that will change them, move them and build them.
BE FLEXIBLE

- It’s the System Flow.
- Don’t get caught up with procedures.
- Don’t interpret the system rigidly.
- Don’t lose sleep over the details.
- Follow the spirit of the system, not the letter of the system.
- Acknowledge diversity - the difference of people and their levels of understanding as well as their special circumstances.
- Many times, people do not follow the system. Eventually, when reality hits them, and they experience challenges, they will go back to the system.
- In the end, the highest principle of our system is the freedom to build, the freedom to grow and the freedom to try and make mistakes.

MORE ON BUILDING

- Build Relationships: Spend time with your people.
- Build Teamwork: Have team gatherings at your house and go on trips together.
- Build Giants: Take them to the big events.
- The trainer also needs to go wide: You must build 7 to 10 strong builder legs to be financially independent.
- You don’t want to be “stuck” with 1 or 2 legs and be challenged by your people about your ability to build.
- The best way to build wide is to have a strong base shop.
OUT IN THE FIELD

- You must have appointments lined up for the next three (3) to seven (7) days.

- Book at least three (3) appointments per night, or overbook in case of some cancellations.

- You must have contingency plans, names to contact and places to go in case you have an empty slot to fill up due to a last minute cancellation.

- If you don’t have any appointments tonight or tomorrow, you must do whatever it takes today to have it filled.

- In the worst scenario, drop by or stop by.

- There is no money in the office, in the meeting, in the conference or in front of the computer - the money is out in the field. But you still need to go to the office, go to the meeting and go to the conference.

- You are one client away from financial freedom.

- You are one recruit away from an explosion.
MAKE MONEY

- Your personal production should cover all of your expenses.
- Your override should go toward your savings, investments and toward your financial independence.
- You must make money first, and then your team makes money.
- It’s hard to build anyone, when you can’t make good money.
- Always have a monthly cash flow target.

SAVE MONEY

- Live below your means.
- Save most of your earnings while you are part time.
- Save a good portion when you are full time.
- Over-spending is not selling the dream.
- Over-saving without proper reinvestment into the business is not necessarily wise.
- You must learn how to handle your finances properly. After all, you are in the business of helping people to do the same thing. Be the best example you can be.
PREPARE TO BE IN BUSINESS

• You must prepare to build a big business.

• What is your target date to become MD/SMD?

• What is your target date to become full time?

• Save enough money to go full time.

• Trainers are built when you go full time.

• Plan to have an office, staff or have your spouse help when you become an SMD or go full time.

• If you can’t run a successful business when part time, you won’t be able to build a big business when you go full time.

• Don’t just be a trainer, be a businessman.

• Be proud about your business. Invest in your business.
MD CHECKLIST

- START-UP PACKET
- PERSONAL FINANCIAL STRATEGY (PFS)
- FAST START 3-3-30
  - Recruit ________  PFS ________
  - Recruit ________  PFS ________
  - Recruit ________  PFS ________
- QUALIFY FOR MD
  - Cumulative 40K Points in 3 months

Goal

Month 1: ____________________________
Month 2: ____________________________
Month 3: ____________________________

6 Licensed Associates

1. ____________________________
2. ____________________________
3. ____________________________

4. ____________________________
5. ____________________________
6. ____________________________

Actual

Month 1: ____________________________
Month 2: ____________________________
Month 3: ____________________________

- PERSONAL PROSPECT LIST (Top 100/Top 25)
- Field Training: 1  2  3  4  5  6  7  8  9  10
- QUALIFY FOR TRAINER/FAST START:
  - BUILD (3) 3-3-30
    - 3-3-30 (1): ____________________________
    - 3-3-30 (2): ____________________________
    - 3-3-30 (3): ____________________________
QUALIFY FOR SMD

A. STRUCTURE OR LEGS: MD or SA must be fully qualified with 40K for MD/30K for SA in three months.

MD: ________________________________ or SA: ________________________________
MD: ________________________________ or SA: ________________________________
Associate: __________________________ Associate: __________________________

B. POINTS

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C. 10 Licensed Associates

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