

Role of a Leader and Manager

The customer is the boss. The Client is the retail customer, the recruit is the wholesale customer. Our Opportunity is our customers dreams and their “why.” Every Representative of Primerica at every level is a customer of their upline and an independent business person. We must understand the two hats required to be worn to build a successful business in Primerica.

Leader:

- Leads by Example
- Provides Communication
- Provides Information
- Provides Training
- Shares Success Stories
- Recognition
- Builds Teams
- Encourages
- Builds Leaders
- Leads People

Manager:

- Manages Time
- Manages Income
- Manages Expenses
- Manages Compliance
- Manages Flow of Licensing Paperwork
- Manages Licensing Process
- Manages Insurance Paperwork