

The Prospect System

Definition of a prospect: Any person who may or may not be interested in your business or products. (Either as associate or as client)

Biggest Mistake: Deciding for people without giving them the opportunity to see your presentation. Do not eliminate or try to pick the winners. GIVE EVERYONE you know, no matter how busy, how much \$\$\$ they are making now, or how successful, A CHANCE TO DECIDE ON PRIMERICA.

Frances Avrett's Marigold Theory:

In the greenhouse business seed are the prospects for plants. Each year 10,000 Marigold seeds would arrive for planting. THE STAMP ON THE BOX SAID 80/20. We never tried to pick out the ones that would definitely germinate, we just planted lots of "good seed" knowing that 80% would germinate, and 50% of those would be finished plants.

Your Prospect List is step one of the Marketing System. It is important to take step one before you take step two. Your PROSPECT LIST is the INVENTORY for your business. You must have inventory before you can turn on the cash registers and open the doors for business.

DO NOT PREJUDGE. Make a list of 50 to 100+ names. EVERYBODY and ANYBODY you know. Sit down, quickly scan your brain, and begin writing down names. If you only remember the first name just put that on your list and keep going. These are not just family or best friends; its EVERYBODY.

Round one is to list everyone who comes to your mind immediately. Round two is to use the Memory Jogger and try to put a name beside each listing on the Memory Jogger. Round three is to sit down with your partner and children and let them contribute to the inventory. You have completed Phase 1 of your Prospect List.

Phase 2 of your Prospect List is to add names to it and move names off it every day.