

# 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.

## 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, Summit and Quility U.
  - a. Visit [Quility HQ](#) daily.
  - b. Record all training modules/media to listen to as you drive to your appointments.
3. Plug into everything! This is the top priority over any sales or recruiting activity.
  - a. Conference calls
  - b. Local/regional/national training events and meetings
  - c. [Summit](#) and [Quility 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.



Make sure you work on yourself along with your business. Embrace the hardships and celebrate the successes!