

TOP GUNS COURSE OUTLINE

Each 12-week sales concept will follow a similar agenda as outlined below



WEEK 1

- Receive sales concept material
- Review materials and client profile

WEEK 2

- Identify 20 clients who fit the client profile

WEEK 3

- Initial in-person meeting
- Other attendees include North American sales vice president, MGA, and MGA marketer
- See separate meeting agenda for details

WEEKS 4-6

- Approach 20 clients with the concept
- Receive proactive support from a North American marketer for help and guidance

WEEK 7

- Group teleconference meeting to share the process, success stories, and discuss challenges
- Other attendees include North American sales vice president, MGA, MGA marketer, and North American marketer

WEEKS 8-11

- Continue sales process with clients
- Receive proactive support from a North American marketer for help and guidance

WEEK 12

- Group teleconference meeting to share the process, success stories, and discuss challenges
- Other attendees include North American sales vice president, MGA, MGA marketer, and North American marketer
- Receive materials for the next sales concept



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Executive Office
525 W Van Buren
Chicago IL 60607

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