



Could Your Message be More Effective?

"About once a month, people in sales need a confidence transfusion."

- John Addison, Co-CEO Primerica

Strong connection and communication between corporate and the field can strengthen associates' sense of purpose and passion for the company's mission, its products and services.

Communicating those ideals while generating excitement about income potential and keeping associates up to date about products and services is an enormous task. But, done well, this communication can help associates "buy-in" every month by rebuilding their confidence in the company, the product and services, the business' potential and their own ability to grow a strong organization.

That buy-in keeps retention strong and generates new growth in sales and recruiting.

The question is, ***"How do you create affordable, effective communications to build associates' confidence?"***

Messages of the Month produce results while being so cost effective they should be self-liquidating. **These messages can be in the form of DVD, CD, DualDisc, DiscBrochure or motivational books.** Production costs for these communications can be minimized by repurposing material gathered at events, conference calls and training archives. The subscription revenue helps offset further costs.

Each month, the Message can include several or all of the following:

- **Product Updates**
- **Marketing Information**
- **Recognition**
- **Business Development**
- **Ongoing Training**
- **Upcoming or Recent Events**

Successful associates frequently say, *"It's not what you earn, it's who you become."* Your **Monthly Message** is also an excellent forum for emphasizing personal development. We can help you select brief sound bites from your events or create custom messages for your associates from renowned, third-party experts with national credibility.

Corporate communication with the field is critical to success; when done well, each monthly contact recreates buy-in with associates-on the opportunity and potential of the company.

Call us today at **800-752-2030**-talk to us about your goals, and let us help you develop a strong Monthly Message that will build confidence and determination in your associates.