



GOLD STANDARD

GOLD STANDARD BONUS
\$2,500



Gold Standard Bonus Metrics:

1. \$20k bonusable premium, personal production
2. 10+ A-Lead Campaigns in LeadCENTER
3. 3 direct, qualified Sales Managers that are qualified that current month

A-Lead Campaign requirement increases at each level:

110% - 10 | 115% - 11 | 120% - 12 | 122.5% - 13
 125% - 14 | 127.5% - 15 | 130% - 20
 132.5% - 25 | 135% - 30 | 137.5% - 35
 140% - No requirement



Performance Excellence

Achieve 100 paid applications or \$100,000 in paid premium monthly.



Commitment to Growth

Ensure your team consistently hits a minimum of 12-15 lead campaigns, demonstrating commitment and drive.



Relentless Recruiting Culture

Adopt a "grow or die" mindset where recruiting never stops, starting from the leader down. This mentality should define your team's culture.



Develop Future Leaders

Always have 3-5 Sales Managers in line to become Regional Managers. Focus on consistently nurturing and developing talent, creating a deep bench of future leaders.



Leadership DNA

In the first 24 months, ensure each leader writes 5 applications and signs 5 ICAs per week. This sets the tone for their success and allows them to control their own path.



Drive Daily Value

Every day, push for both quantity (number of applications) and quality (placement and persistency of business).



Embrace Core Values

Operate with zero tolerance when it comes to living out Equis Financial's core values. These values are non-negotiable.



Maximize Bonuses

Hit every monthly bonus available. Never leave money on the table—maximize your earnings potential.



Leverage Equis Retirement Solutions

Build a team that includes an IUL Specialist, Annuity Specialist, and Debt Elimination Specialist to fully leverage Retirement Solutions.



Cash Flow Strategy

Focus on making and saving big money. Work towards generating \$20,000 in monthly overrides 6 months in a row.



Ultimate Gold Standard

The ultimate goal is to develop 7-10 direct Vice Presidents, each of whom meets the Equis Gold Standard.

