

EIB DUPLICATION WORKSHEET

Build People. Build Systems. Build Scale.

WHAT IS DUPLICATION?

Duplication is the process of:

- 👉 Learning a proven system
- 👉 Executing it consistently
- 👉 Teaching others to do the same

You are not in the selling business.
You are in the **people development business.**

CORE PRINCIPLE

“It’s not what works. It’s what duplicates.”

WHY DUPLICATION MATTERS

Your income will not come from what YOU do...

It comes from:

- 👉 How many people you can get to think, act, and perform like you
-

THE 4 CORE SKILLS TO DUPLICATE

Every agent must learn and teach:

1. **Scripts & Calls**
 - Prospecting
 - Booking appointments

2. **Recruiting Interview**
 - Rapport
 - Presentation
 - Closing
 3. **Fast Start Appointment**
 - Launching new agents
 - Building momentum
 4. **Field Training**
 - Running appointments
 - Closing business
-

HOW TO DUPLICATE EFFECTIVELY

1. BE COACHABLE

- Follow the system
 - Don't reinvent
 - Trust leadership
-

2. LEARN BY OBSERVATION

- Watch at least **10 presentations**
 - Shadow calls and appointments
-

3. ASK QUESTIONS

- Stay curious
 - Learn faster
-

4. PERSONAL DEVELOPMENT

- Books
- Videos
- Events

👉 Growth = income

5. ATTEND ALL TRAINING

- Weekly meetings
 - Advanced trainings
 - Big events
-

6. BUILD A TEAM EARLY

- Don't wait
 - Start duplicating immediately
-

7. BECOME A TRAINER

- Teach what you learn
 - Reinforce your own skills
-

8. LEAD BY EXAMPLE

- Production
 - Work ethic
 - Attitude
-

9. ALIGN WITH LEADERSHIP

- Follow systems
- Stay plugged in

10. SELL THE DREAM

- Lifestyle
 - Vision
 - Opportunity
-

THE DUPLICATION RULE

- 👉 If you do it alone, it dies with you
 - 👉 If you teach it, it multiplies
-

ALWAYS HAVE SOMEONE WITH YOU

Every activity should be duplicated:

- Phone calls
- Appointments
- Field training
- Fast Starts
- Events

If no one is watching, you are missing a duplication opportunity.

WHAT YOUR TEAM WILL DUPLICATE

Your team will copy:

- Your habits
- Your schedule
- Your attitude
- Your standards

- Your communication
 - Your discipline
-

IMPORTANT TRUTH

People will do:

- 50% of what you do right
 - 100% of what you do wrong
-

YOUR STANDARDS BECOME YOUR CULTURE

Your team will duplicate:

- Your punctuality
 - Your work ethic
 - Your integrity
 - Your energy
 - Your health
 - Your lifestyle
-

FIELD TRAINING = DUPLICATION ENGINE

YOUR #1 RESPONSIBILITY

👉 Field train consistently

HOW MUCH TO FIELD TRAIN

- Minimum: 3 appointments
 - Ideal: 10+ appointments
-

GOAL

Train until your associate can:

- 👉 Train someone else
-

WHEN IS SOMEONE READY TO TRAIN?

They must:

- Know scripts
 - Run a presentation
 - Close a sale
 - Handle objections
 - Build a Top 25
 - Gather referrals
 - Understand products
 - Have seen multiple field trainings
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APPROVAL

Only leadership (MD) approves trainers.

LEADERSHIP RESPONSIBILITY

YOU MUST:

- Be the most active
- Be the best field trainer

- Set the pace
-

TRAIN YOUR TEAM REGULARLY

- Refresh fundamentals
 - Correct bad habits
 - Reinforce standards
-

ACTIVITY STANDARDS

PART-TIME:

- 3–4 field trainings/week

FULL-TIME:

- 8–10 field trainings/week
-

FOCUS ON:

- Invitations
 - First presentations
 - Closing
 - Paperwork
 - Client experience
-

BUILD A WINNING CULTURE

Create an environment that is:

- Positive
 - Competitive
 - Supportive
 - Growth-focused
-

RECOGNITION

- Celebrate wins
 - Highlight top performers
 - Make leaders visible
-

PREPARE YOUR TEAM FOR REALITY

This business:

- Is not easy
 - Requires consistency
 - Requires growth
-

TEACH THEM:

- Show up even when it's hard
 - Stay committed
 - Keep learning
 - Never quit
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FINAL REMINDER

You are not building a business...

- 👉 You are building PEOPLE
 - 👉 Who build the business
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CORE TRUTH

A leader builds people.
People build the business.