The 1UP Daily Standard

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Why I hold a daily standard

Motivation comes and goes. A standard doesn't. Every agent on my team works to the same daily numbers, and this playbook is exactly what I hold them to.

I've watched what happens without one. People wait to feel motivated, bounce between lead sources, and quit before they ever find out what works. A standard takes the guessing out of it. You show up, you hit your numbers, and your numbers tell you what to fix.

Use this whether you ever work with me or not. — Dylan Priest

The standard

Every day: 15 real conversations, 5 presentations, 5 appointments set and 1–2 sales.

Activity	Daily standard	Why it matters
Real conversations	15	Every sale starts with a real conversation.
Presentations	5	The presentation is where sales actually happen.
Appointments set	5	Callbacks with an exact time keep tomorrow full.
Sales	1–2	The result of doing everything above.
Dials	As many as it takes	Short on conversations? Dial more and call new leads faster.

The floor rule: some days, 15 conversations just won't happen, no matter how hard you dial. The floor still holds: 5 presentations and 1–2 applications submitted.

New agent ramp

For your first 3 months, the sales target is 3–5 a week instead of 1–2 a day. You're still learning, and that's fair, especially on aged leads.

Activity	First 3 months	Month 4 on
Real conversations	15 a day	15 a day
Presentations	5 a day	5 a day
Appointments set	5 a day	5 a day
Sales	3–5 a week	1–2 a day

Conversations and presentations don't ramp. They're effort, and effort is the same from day one.

New agent floor: 5 presentations a day, no matter what. In your first 3 months, reps matter more than closes.

What counts

A number only means something if everyone counts it the same way.

- **Real conversation:** a call that lasts 2+ minutes, OR any call that ends with an appointment set. A 30-second brush-off doesn't count.
- **Presentation:** you ran the script AND quoted options. A conversation that ends before options doesn't count.
- **Appointment:** a callback with an exact date and time, on your calendar, and the client knows it. "Call me next week" is not an appointment.
- **Sale:** an application submitted.
- **Dial:** every outbound call you place, answered or not. Track it, but it's not the goal.

Presentations and appointments count toward your 15. A standard day is 5 presentations, 5 appointments set and at least 5 other real conversations.

Rules of the floor

The numbers are the standard. These rules are how we hit them the right way.

1. **Disposition every call.** If it isn't logged, it didn't happen, and nobody can coach you on it.
2. **No cherry-picking.** Work leads as they come. Don't skip the hard-looking ones or grab extras for yourself.
3. **Work every lead until it's a clear no.** A lead stays in play until they say they're not interested or ask you not to call.
4. **Run one system.** One lead source, one script, long enough to know what works. Bouncing around kills more agents than bad leads do.
5. **Pick your lane.** Fund your own inbound leads, or dial outbound if you can't invest yet. Either way, the standard is the same.
6. **Show up.** I don't chase anyone to log in. My time goes to the people doing the work, and for them I'll go to war.

Your daily scorecard

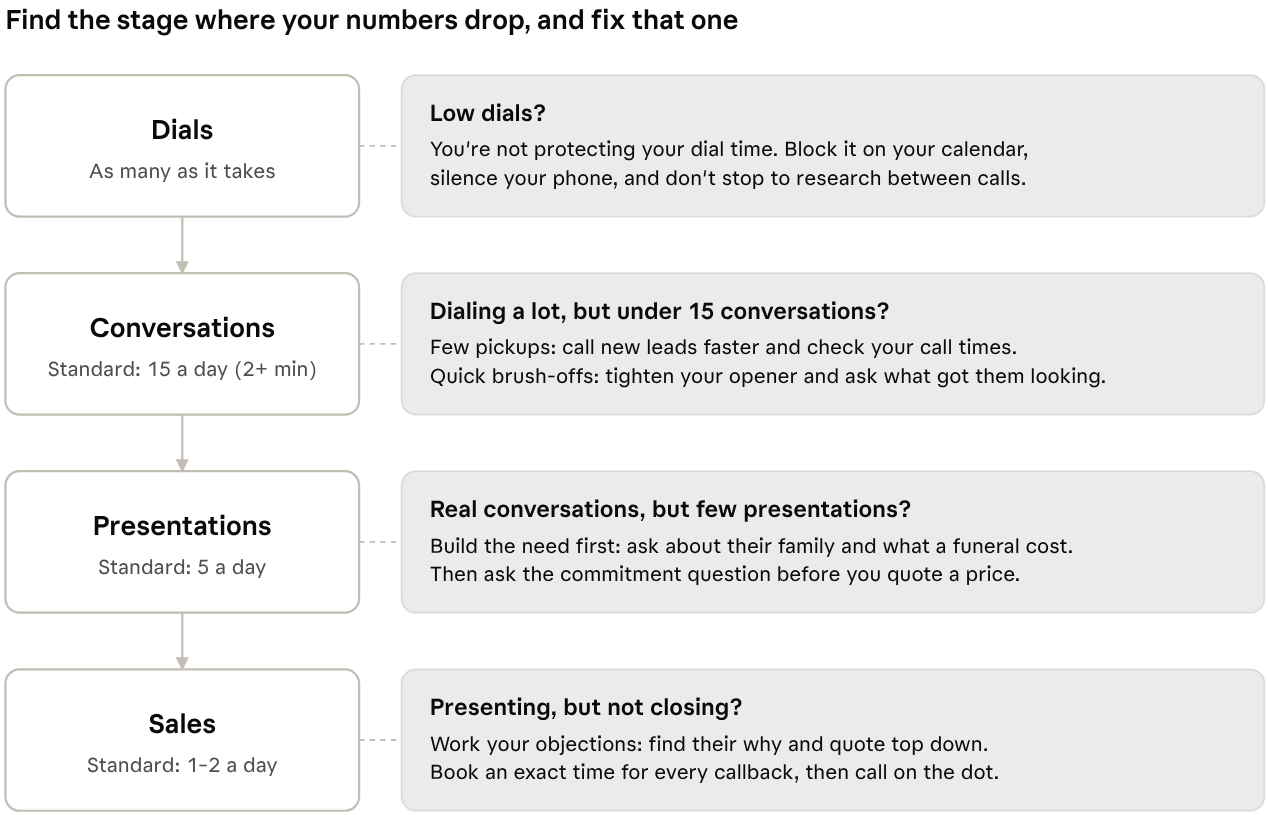
Fill this in at the end of every day. It takes two minutes and tells you exactly where your week went.

Day	Real conversations	Presentations	Appointments set	Sales	Dials	Notes
Standard	15	5	5	1–2	Track it	
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						
Week total						

Real conversations = calls of 2+ minutes, or any call that ends with an appointment set. Dials still go on the card: they show whether a short day was an effort problem or a lead problem.

Which lever to pull

When a day goes sideways, don't just dial harder. Find the stage where your numbers drop and fix that one.



Which lever to pull · 4 stages

Work from the top down. More dials won't fix a presentation problem, and a better close won't fix an empty calendar.

Mindset rules

You will fail. That's not the question. The question is whether you get back up.

- **A no is about the call, not about you.** Hang up, breathe, dial the next one.
- **Your worst day still has a floor.** Five presentations. Hit it even when nothing's going right.
- **Judge a lead source on your numbers, not your mood.** One bad day tells you nothing. Your scorecard over a few weeks tells you everything.
- **This is a business.** Businesses take investment, in leads, in training and in yourself.

- **Celebrate every sale on the team.** Energy is contagious. Yes, we yell.

Get in the room

Growth happens faster in person. Our home base is Founders Financial Group headquarters in Scottsdale, Arizona, and that's where I want you.

- You hear how top agents handle calls live, not in a recording.
- You get coached between calls, not days later.
- You're around live events, team-building and award nights that keep you hungry.
- Every close goes up live on a giant projector screen at HQ. Nothing beats that energy.

Not in Arizona? You can still get licensed, train and work from anywhere in the U.S. But if you can get in the room, get in the room.

Ready for more?

Book a call with me on the page where you got this playbook. We'll talk about your goals, what this really takes, and whether 1UP is the right fit for you.

Apply anytime: app.1upclosers.com/join/dylan-priest

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