



Globe Life
Family Heritage Division



GLOBE LIFE
FAMILY HERITAGE DIVISION

UNSTOPPABLE

SINCE 1989

2024

**Incentives, Awards
and Recognition**

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2024 Sales Calendar

2024	Wk #	Week	Holidays	Sales Academy	Meetings/Webinars	IDY	Mid-Year	Year End	Focus Week Outreach Program	Special Focus	Wk #	
1 st Quarter	January	1	25-Dec	12/25 Christmas Day	✓						1	
		2	01-Jan	1/1 New Year's Day	✓						2	
		3	08-Jan		✓				T1 Fast Start		3	
		4	15-Jan	1/15 MLK	✓	First-time MD Orientation: McKinney, TX					4	
	February	5	22-Jan		✓	National Training Webinar (1/26)					5	
		6	29-Jan	2/4 World Cancer Day	✓	2023 Annual Awards Trip (2/1-4)					6	
		7	05-Feb		✓				T2 Commit		7	
	March	8	12-Feb	2/14 Valentine's Day	✓	*GLU 201 (2/15-16)					Heart Awareness Month	8
		9	19-Feb	2/20 President's Day	✓	GL Achievement Awards (2/23-24)						9
		10	26-Feb		✓	*GLU 101 (2/28-3/1)						10
		11	04-Mar		✓	Agency Owner Meeting (3/6-7)						11
		12	11-Mar	3/17 St. Patrick's Day	✓					T3 Action		12
		13	18-Mar		✓	Growth Council Meeting (3/24-27)						13
2 nd Quarter	April	14	25-Mar	3/31 Easter	✓						14	
		15	01-Apr		✓						15	
		16	08-Apr		✓	First-time MD Orientation: McKinney, TX					16	
		17	15-Apr		✓				T4 Pres. Performance		17	
	May	18	22-Apr		✓							18
		19	29-Apr	5/2 National Day of Prayer	✓							19
		20	06-May	5/12 Mother's Day	✓	National Training Webinar (5/10)						20
		21	13-May		✓					T5 Protect		21
		22	20-May		✓	*GLU 201 (05/20-21) *GLU 101 (05/22-24)						22
		23	27-May	5/27 Memorial Day	✓							23
June	24	03-Jun		✓	*GLU 301 (6/3-4)						24	
	25	10-Jun	6/16 Father's Day	✓							25	
	26	17-Jun	6/19 Juneteenth	✓	Mid-Year Meeting Registration Closes				T6 Accelerate		26	
3 rd Quarter	July	27	24-Jun		✓						27	
		28	01-Jul	7/4 Independence Day	✓						28	
		29	08-Jul		✓	First-time MD Orientation: McKinney, TX					29	
	August	30	15-Jul		✓					T7 Legends		30
		31	22-Jul		✓							31
		32	29-Jul		✓	Mid-Year Meeting: Salt Lake City (8/1-4)						32
		33	05-Aug		✓							33
		34	12-Aug		✓					T8 Lead		34
		35	19-Aug		✓	*GLU 101 (8/19-21)						35
		36	26-Aug		✓							36
September	37	02-Sep	9/2 Labor Day	✓							37	
	38	09-Sep	9/15 National Hispanic Heritage Month	✓	Growth Council Meeting (9/9-12)					Life Insurance Awareness Month	38	
	39	16-Sep		✓					T9 Remember		39	
4 th Quarter	October	40	23-Sep		✓						40	
		41	30-Sep		✓	First-time MD Orientation: McKinney, TX					41	
		42	07-Oct		✓	*GLU 201 (10/7-8) *GLU 301 (10/9-10)					42	
	November	43	14-Oct	10/14 Columbus Day	✓					T10 Joe Jacobsen		43
		44	21-Oct		✓	*GLU 101 (10/23-25)						44
		45	28-Oct		✓	Agency Owner Meeting (10/27-30)						45
		46	04-Nov		✓							46
		47	11-Nov	11/11 Veteran's Day	✓	National Webinar (11/15)						47
		48	18-Nov		✓					T11 Founders		48
December	49	25-Nov	11/28 Thanksgiving Day	✓							49	
	50	02-Dec		✓							50	
	51	09-Dec		✓							51	
	52	16-Dec		✓					T12 Impact		52	

Quick Start Cash Bonus

RECRUITS EARN \$1,000 by producing at least \$10,000 cumulative NAP during their first four weeks with Globe Life Family Heritage Division.

EARN
\$1,000!

Bonus will be paid when **\$10,000 NAP** is achieved during the **first four weeks** and after completing **four FIT** modules.

No Split Business is applicable.

The eligibility period for the Quick Start Cash Bonus is the **first four weeks** commencing when the first new business is submitted and processed.

This bonus will be paid for a 2024 Recruit through the January 2025 sales month.

FIT

Fundamental Interactive Training

- FIT offers comprehensive, interactive sales and leadership training based on time-tested formulas of direct sales excellence.
- These 15-minute modules can accelerate your development by learning from the very best in our business, with **proven** methods, **best practices**, **winning ideas**, and **how to's** that will help you go from **good to GREAT!**

Field Trainer Pay

FIELD TRAINER PAY

Once approved by Globe Life Family Heritage Division, the Agency Builder (AB) will be paid **\$500**. The **\$500** is paid by Family Heritage Division in partnership with the Agency Owner.

WHY

To ensure all new Sales Professionals are field trained to the Family Heritage Division standard, the Company is affording all Agencies the opportunity to participate in the Field Trainer Pay (FTP) program.

WHO

Agency Builders (AB) who field train new Sales Professionals.

WHAT

Agency Builders will be paid once they train a new Sales Professional in their initial training week (definition below) in accordance with ABM training standards, and the new Sales Professional writes a minimum of \$2,500 NAP.

HOW TO GET PAID

The Agency Builder will complete a Field Training Form signed by both the AB and the trainee. The AB will submit the form to their Agency Owner (AO) for approval. Once approved, the AO will submit the form to Family Heritage Division for inspection and approval.

*Requirements – The spirit of the Field Trainer Pay is to provide the trainer with compensation, beyond normal overrides, for training a new agent for a full week. The training is expected to be in accordance with ABM best practices and demonstrate the acquisition of clients by systematically following the Globe Life Family Heritage Division cycle of selling and the principles taught therein. In that spirit...the initial training week can be either of the first two weeks the new Sales Professional submits business.

The \$2,500 NAP minimum must be accomplished without counting any of the premium related to:

- Policies written on the new agent, on another agent, either agent's spouse or children;
- Policies the new agent pays for

The expectation is for one trainer to train one Sales Professional in a given week. The same two agents may not train each other and each be paid.

The field trainer form should be transmitted electronically via email by Friday the week after the training week. No exceptions will be made for forms received after the Friday deadline.

License Reimbursement

ALL NEW SALES PROFESSIONALS RECRUITED IN 2024 will be reimbursed for expenses necessary to obtain their insurance license, including:

- State-Required Class
- License Test Fees
- Background Checks
- Resident State Appointment Fees

These expenses will be reimbursed when the Sales Professional reaches \$50,000 Net Annualized Premium (NAP) in the first 12 months with Globe Life Family Heritage Division.

2024 Globe Life University FHD Leadership Academy

ACCELERATE YOUR CAREER TRACK ADVANCEMENT

Invest in your business and learn key sales and Agency Building principles from our very best.

GLU 101 – FOUNDATIONS OF AGENCY BUILDING

Train to the skills necessary for success and advancement at the Career Sales Professional level for the purpose of building a strong foundation for a career in Professional Sales and/or Agency Building.

- Attendees:** Sales Professionals who meet the requirements and show a desire to advance their career
Qualifications: Two Green-Outs **-OR-** \$25,000 NAP in the 26-week qualification period
Duration: 2 1/2 days of training
- | | |
|----------------------------|--|
| Dates: Feb 28-Mar 1 | Qualification Period: 8/14/2023-2/11/2024 |
| May 22-24 | 11/6/2023-5/5/2024 |
| August 19-21 | 2/5/2024-8/4/2024 |
| October 23-25 | 4/8/2024-10/6/2024 |



The FHDLA pin is received upon graduation.

GLU 201 – FUNDAMENTALS OF AGENCY BUILDING

Learn Field Director best practices to accelerate new team growth for Market Director advancement.

- Attendees:** Agency Builders who show proficiency and results from attending Leadership Academy 101
Qualifications: Field Director and above **-OR-** Agency Builders with 25 total submitting Sales Professionals in the previous full quarter - **OR-** 1 Direct Recruit and \$30,000 Personal NAP in the previous full quarter
Duration: Two full days of training
Dates: February 15-16 • May 20-21 • October 7-8

GLU 301 – ADVANCED AGENCY BUILDING

Train to the skills necessary for success at the Market Director level in preparation for Career Track advancement towards Regional Director and beyond.

- Attendees:** Successful Agency Builders who show proficiency and results from attending Leadership Academy 101 and 201
Qualifications: Market Director and above **-OR-** meets the Market Director or Regional Director criteria in previous full quarter
Duration: Two full days of training
Dates: June 3-4 • October 9-10

GLU MASTERS – THE WAY TO AGENCY OWNER SUCCESS

The pinnacle of Leadership Academy, this course builds on the previous courses and delivers the highest level of training needed to become a successful Agency Owner.

- Attendees:** Agency Builders on track to becoming an Agency Owner
Qualifications: 301 graduate at the Regional Director level
Duration: Semi-annually or as scheduled
Dates: TBD

To attend Globe Life University, you must meet minimum requirements and be approved by your Agency Owner and Division Vice President. The Sales Professional will be responsible for their travel costs for LA 201, LA 301, LA Masters, and to re-attend a class; Globe Life Family Heritage Division will cover hotel and meals. All courses must be completed in progressive order. Discuss your leadership goals with your Agency Owner. You will receive registration details after you meet the qualifications to attend in the time period specified.



Career Track Recruiting Bonus

A Career Track agent, designated as the Direct Recruiter of a Qualified Recruit, will be eligible for this bonus. A Qualified Recruit produces \$10,000 NAP in their first 4 weeks (weeks 1-4).

There are two parts to the bonus:

1. The direct recruiter will be paid \$2,000 for each qualified recruit.
2. If the qualified recruit produces \$10,000 within the next four weeks (weeks 5-8), the direct recruiter will earn an additional \$1,000.

Example 1:

Qualifying Recruit	Recruit Sold	Bonus
Part 1 (weeks 1-4)	\$12,000	\$2,000
Part 2 (weeks 5-8)	\$15,000	\$1,000
Total Bonus Earned		\$3,000

Example 2:

Qualifying Recruit	Recruit Sold	Bonus
Part 1 (weeks 1-4)	\$13,000	\$2,000
Part 2 (weeks 5-8)	\$8,000	\$0 (did not qualify)
Total Bonus Earned		\$2,000

Each four-week period (weeks 1-4 and 5-8) requires a minimum of \$10,000 NAP to be written. The first four-week bonus of \$2,000 must be earned to be eligible for the \$1,000.

The \$10,000 must be accomplished without counting premium related to:

Policies written on the new agent, on another agent, either agent's spouse or children

Policies the new agent pays for

No Split Business is applicable

EARN UP TO
\$3,000
 FOR EACH RECRUIT

Sales Bonuses

Monthly Cash Bonus

NAP	BONUS
\$100,000	\$5,500
\$90,000	\$5,000
\$80,000	\$4,500
\$70,000	\$4,000
\$60,000	\$3,500
\$50,000	\$3,000
\$40,000	\$2,000
\$30,000	\$1,500
\$20,000	\$500
\$15,000	\$375
\$10,000	\$250

Monthly Cash Bonus Guidelines*

- To receive the Monthly Cash Bonus, you must produce business a minimum of three weeks during a four-week month and four weeks during a five-week month.
- Bonuses are calculated and paid based on the Globe Life Family Heritage Division calendar month.
- Some calendar months are four weeks and some are five weeks.
- A new agent, who begins in the middle or end of a month and still accomplishes the \$10,000 NAP in their first month, without meeting the three out of four or four out of five submission requirement, will earn the bonus.

*An agent must maintain a minimum A/T ratio of 80% or above to be paid the Monthly Cash Bonus or Quarterly Stock Bonus.

Quarterly Stock Bonus

EACH QUARTER YOU EARN THREE MONTHLY CASH BONUSES AT \$20,000 OR ABOVE, you will also earn a \$2,000 Globe Life Stock Bonus. There is no cash distribution. (Please see Stock Incentive Guidelines on FHLconnect.com for more details.)

Quality Business Multiplier

12 MONTHS A/T RATIO	QUALITY BUSINESS MULTIPLIER
120 and up	120%
100-119	100%-119%
80-99	80%-99%
Below 80	0%

The Monthly Cash Bonus may be increased or decreased based on quality of business. New agents will use a 100% A/T until a credible A/T is accumulated.

Mobile Technology Fee Reimbursement

Each quarter you earn three monthly cash bonuses, you will also earn the Mobile Technology Fee Reimbursement of \$105.

Career Track Stock and Cash Bonus

By growing your business quarter over quarter, as a Regional Director, Market Director, or Bonusing Field Director, you may qualify for Cash and Globe Life Stock (NYSE: GL).

CASH AWARD QUALIFICATIONS		CASH
Regional Director	<ul style="list-style-type: none"> Satisfy the Career Track requirements for Regional Director at the end of a quarter Grow your NAP and Submits over the previous quarter 	\$5,000
Market Director	<ul style="list-style-type: none"> Satisfy the Career Track requirements for Market Director at the end of a quarter Grow your NAP and Submits over the previous quarter 	\$2,500
"Bonusing" Field Director	<ul style="list-style-type: none"> Satisfy the Career Track requirements for "Bonusing" Field Director at the end of a quarter Grow your NAP and Submits over the previous quarter <p>"Bonusing" FD qualifications are the following:</p> <ul style="list-style-type: none"> Minimum \$50,000 in NAP for the Qtr Minimum 20 Submits for the Qtr Minimum 1 direct recruit Minimum 1 trained to standard 	\$1,000
STOCK AWARD QUALIFICATIONS		STOCK
Regional Director	Must earn Cash award AND have 6+ direct recruits	\$1,500
Market Director	Must earn Cash award AND have 4+ direct recruits	\$1,000
"Bonusing" Field Director	Must earn Cash award AND have 2+ direct recruits	\$500

Career Track Stock and Cash Bonus Guidelines

- All Stock and Cash Bonus determinations will be made based on the Career Track report.
- Stock Awards will be deposited quarterly to a brokerage account in your name. There is no cash substitution. (Please see Stock Incentive Guidelines on FHLconnect.com for more details.)

CAREERTRACK



Career Track promotions and demotions at Regional Director and Market Director levels are recognized after TWO consecutive FHD calendar quarters.



I Dare You!

BECOMING AN I DARE YOU ACHIEVER ALLOWS YOU TO STAND OUT AMONG YOUR PEERS!

How? By earning the exclusive Sales and Leadership Master jacket! These custom-made jackets are a symbol of honor worn by our very exclusive Sales Professionals, Agency Builders, and Agency Owners. Will you step up to the "I Dare You!" challenge?

QUALIFY DURING:

DECEMBER 25, 2023 –
MARCH 18, 2024 (13 Weeks)

1ST TIME WINNER

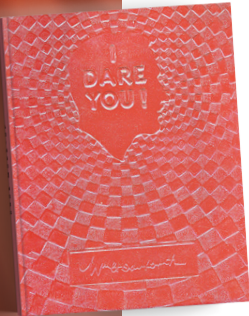
Custom made Master jacket

2ND AND BEYOND WINNERS

Custom made Pin with number
of years earned

5TH TIME WINNER

Replacement jacket



The **Globe Life Family Heritage Division "I Dare You!" Award** is inspired by the book written by American entrepreneur and philanthropist William H. Danforth (1870-1956) who is most famous for launching the American Youth Foundation in 1925 as a resource for spurring kids to becoming the best they can be.

The spirit of his can-do philosophy dares every person to take control of their lives and become the happy, fulfilled people they've always dreamed of being.

You are challenged during this 13-week period to do the same. *I dare you!*

SALES PROFESSIONALS

- "The Masters" **Green** jacket
- \$60,000 NAP

AGENCY BUILDERS

- The distinguished elegance of the **Navy** Jacket
- Eligible for all Regional and Market Directors who satisfy Career Track requirements for these roles at the end of Q1 AND grow Direct Recruits in Q1 over Q4-2023

AGENCY OWNERS

- The **Dark Maroon** jacket
- 13 New Agency Recruits in the 13 weeks and grow Average Producing Agent Count in Q1 over Q4-2023

DOUBLE WINNER

- Earn this custom blend of both the Sales Professional and Agency Builder jackets.
- This jacket is awarded to agents that qualify at **both** the Sales Professional and Agency Builder levels.
- No more than one jacket awarded annually, and no more than one jacket per category
- Once awarded the Double IDY jacket, subsequent year winners will receive a pin with the number of years earned.
- A subsequent year Double winner who has never received the SP or AB jacket, may request the jacket of their choice



Weekly Recognition

OUR SALES LEVELS ARE RECOGNIZED WEEKLY

We also recognize our Sales Professionals who achieve strings of 3 weeks or more, starting at the Green Out level.

NAP	RECOGNITION
\$30,000	"Unstoppable" Eagle
\$25,000	Soaring Eagle
\$20,000	Heritage Eagle
\$15,000	Leaders Eagle
\$10,000	Flight of Eagle
\$7,500	Globe Life Week
\$5,000	Green Out Performance
\$2,500	Builder Week (New Agents)

Growth Circle

GROWTH OVER 2023 as a Sales Professional, Agency Builder or Agency Owner earns this prestigious designation with a corresponding commemorative pin:



30%



20%



10%

TOP FIRST-YEAR PERFORMANCE

Top First-Year Performance (first 52 weeks with Globe Life Family Heritage Division) are recognized in the Monthly Leaderboards.

Mid-Year Meeting

Earning a trip to the National Mid-Year Sales Meeting is not only a personal honor, but also a rewarding trip for you and your family. The trip is filled with learning, fun-filled events, and a chance to get to know others in the Globe Life family. In 2024, we will be going to **Salt Lake City, Utah**, for the Mid-Year Meeting! We look forward to you and your family joining us there!

EARNING YOUR TRIP

LEVEL	TRIP AWARD	PERSONAL NAP	AGENCY BUILDER*	RECRUITS
4	Adult Guest Airfare	\$130,000	\$600,000 NAP + 6 Direct Recruits	28
3	Agent Airfare	\$100,000	\$450,000 NAP + 5 Direct Recruits	22
2	Hotel	\$70,000	\$300,000 NAP + 4 Direct Recruits	16
1	Daily Events	\$40,000	\$150,000 NAP + 3 Direct Recruits	10

- You may bring one adult guest. If two agents are married, the agent who has earned the highest level will be used. Agents' levels cannot be combined or used independently. *(A non-qualifying agent is not eligible to attend as a guest of a qualifying agent. Exception: If qualified agent's guest is their spouse.)*
- Levels will be combined for Personal NAP, Agency Builder NAP, and Recruits.
- Qualification period is 22 weeks.
- To attend the meeting, you must achieve the minimum standard of **LEVEL 1** during the qualification period.
- Agency Owners qualify through recruits only.

Example 1

	NAP / Recruits	Level(s) Earned
Personal NAP	\$40,000	1
Final Level Earned		1

Example 2

	NAP / Recruits	Level(s) Earned
Personal NAP	\$50,000	1
Agency Builder NAP	\$300,000 + 4 Direct Recruits	2
Final Level Earned		3

Example 3

	NAP / Recruits	Level(s) Earned
Personal NAP	\$45,000	1
Agency Builder NAP	\$150,000 + 3 Direct Recruits	1
Recruits	10	1
Final Level Earned		3

Example 4

	NAP / Recruits	Level(s) Earned
Agency Builder NAP	\$600,000 + 6 Direct Recruits	4
Recruits	22	3
Final Level Earned	Maximum	4




SALT LAKE CITY
UTAH
 2024 MID-YEAR
 MEETING

THINGS TO DO

Nestled in the stunning landscape of Utah, Salt Lake City offers a plethora of exciting activities and attractions that cater to every interest. Whether you're an outdoor enthusiast, a history buff, or a food lover, this vibrant city has something for everyone. Join us as we embark on a journey to discover the top things to do around Salt Lake City.

HOTEL

We are staying at the Hyatt Regency in Salt Lake City, a haven of luxury and comfort offering a range of exceptional amenities and activities that will enhance your stay and create lasting memories.

DINING AND BARS

Lake Effect – Sip craft brews and nosh on small plates at this elevated cocktail bar, featuring industrial-chic interiors and tall, cozy booths perfect for catching up with friends. Enjoy regular live music on the weekend.

Takashi – Tuck into Salt Lake City's premier sushi rolls at this Japanese eatery, regularly voted among the best sushi joints in the area.

Valter's Osteria – Enjoy upscale Italian fare, like house-made lasagna with sauce made from a secret family recipe, at this fine dining establishment close to Pioneer Park. Valter's self-described signature style is a "modern twist on a Tuscan granary."

CULTURE + ART

Olympic Park – Olympic Park was initially built in 2002 for the Winter Olympics. Today, you can experience various activities, including adventure courses, bobsledding, Alpine rides, and more. There's also a ski museum on the premises.

Clark Planetarium – Delve into all things outer space at the city's planetarium, which features 3-D IMAX films in an avant-garde theater, laser light shows, and even an authentic moon rock on permanent loan from NASA.

Historic Temple Square – Visit the historic, 35-acre square surrounding the iconic Church of Jesus Christ of Latter-Day Saints Temple. Tour the open-air plaza on a walking tour, or pop in the center to learn more about the fascinating local history.

Natural History Museum of Utah – Peruse artifacts and exhibits detailing the natural history of Utah and the greater western U.S., including dinosaur fossils, as well as anthropological and archaeological findings that shed light on the indigenous peoples of Utah.

Hogle Zoo – Spend an afternoon strolling this 42-acre zoo, home to more than 800 animals. Two of its most celebrated attractions are the Primate Forest and Great Ape Building. Kids will love the train and carousel.

Lagoon Amusement Park – Enjoy an eventful day at Lagoon Amusement Park. Located 18 miles north of Salt Lake City, the park offers rides for all ages, including roller coasters, carnival games, a kiddie land area and food courts. After a fun day, return to the hotel to enjoy their on-site restaurant, Salt Republic.

Source: <https://www.hyatt.com/en-US/hotel/utah/hyatt-regency-salt-lake-city/slcrs/area-attractions>





JAN 30 - FEB 2 • AVA RESORT

CANCUN

**ANNUAL AWARDS
2025**



Annual Awards Meeting

Globe Life Family Heritage Division awards the best of the best for the following achievements:

TOP PERFORMANCES

Striking awards are presented for the top performances.

- Sales Professionals
- Agency Builders
- Agency Owners
- Top Recruiters
- Agency of the Year
- Regional and Market Director of the Year
- Fast Start Award (First 13 weeks of your career)
- Howard L Lewis Heritage Award (Awarded to an Agency Owner who promotes an Agency Builder to an Agency Owner position.)
- Make Tomorrow Better Agency Award

ANNUAL AWARD CLUBS

An elegant award will be presented to our annual achievers.

CLUB	RECRUITER	SALES PROFESSIONAL	AGENCY BUILDER	AGENCY OWNER*	
Chairman's	Top 3 Direct	Top 1 Agency Owner	Top 10	Top 5	Top 1
President's	4–10	2–3	11–30	6–10	2–3
Achiever's	11–20	4–5	31–60	11–30	4–10
Leader's	—	—	61–140	—	—

HOW TO QUALIFY

(Requires minimum A/T ratio of 85% for Sales Professionals, and 90% Team for AO's and Agency Builders)

CATEGORY	QUALIFICATION	NOTES
Top 140 Sales Professionals	Be one of the top 140 Sales Professionals. Ranked by NAP highest to lowest.	
Top 30 Agency Builders	Ranked by NAP highest to lowest with a minimum of 8 Direct Recruits + 150 Submits. Each Recruit must sell a minimum of \$5,000 NAP.	
Top 20 Recruiters	Top 20 determined by total Direct Recruits. Each Direct Recruit must sell a minimum of \$5,000 NAP. Minimum 12 recruits.	Ties broken by Direct Recruit NAP.
Top 10 Agency Owners	Ranked by NAP highest to lowest. Must have growth in NAP and Submits.	
Top 5 Agency Owner Recruiters	Top 5 determined by total Agency Recruits. Each Agency Recruit must sell a minimum \$5,000 NAP.	Ties broken by Agency Recruit NAP.
Fast Start Award Winner	Top New Sales Professional first 13 weeks NAP of career.	

- All Annual Award Winners will earn 100% of airfare, hotel and events for them and their guest.
- The trip is for winners and one adult guest age 21 or older. No additional attendees will be permitted.
- Winner's accommodations are based on double occupancy.

*Must qualify to attend the Annual meeting to be eligible for this award.

Lifetime Recognition

LIFETIME ACHIEVEMENT AWARDS

For those who exemplify consistency, a strong work ethic, and the will and perseverance to continue their contribution through personal and team sales. These awards are the most coveted in our Company; recipients are recognized as the leaders, **the true Eagles** of Globe Life Family Heritage Division. The Lifetime Achievement Awards are presented for cumulative sales.



SALES PROFESSIONALS AGENCY BUILDERS

Soaring Eagle: Soaring like an Eagle keeping your eye on the goal, Globe Life Family Heritage Division's most distinguished lifetime achievement award, reserved for the ultimate achiever.	\$7,500,000 NAP	\$30,000,000 NAP
Spirit of the Eagle: This elegant and prestigious award, symbolizes commitment and strength, a born leader. This award is reserved for the elite achiever.	\$5,000,000 NAP	\$25,000,000 NAP
On Eagle's Wings: A bronze sculpture that has been handcrafted from the finest materials to give the eagle a lifelike appearance that celebrates your achievement.	\$4,000,000 NAP	\$20,000,000 NAP
Dawn of the Millennium: A spectacular rare eagle artistry commemorating this significant lifetime milestone.	\$3,000,000 NAP	\$15,000,000 NAP
Flight of Freedom: A beautiful Baccarat crystal sculpture recognizing this outstanding achievement.	\$2,000,000 NAP	\$10,000,000 NAP
Dead Aim: A signed and numbered bronze sculpture created by the world-renowned Frederick Shoop.	\$1,000,000 NAP	\$5,000,000 NAP



Eagle Plaques

Achievement of an outstanding number of Eagle Performances is recognized by the Eagle Commemorative engraved plate.

QUALIFICATIONS

Titanium Plate	300 th Eagle	Platinum Plate	100 th Eagle
Sterling Silver Plate	250 th Eagle	Gold Plate	75 th Eagle
Palladium Plate	200 th Eagle	Silver Plate	50 th Eagle
Copper Plate	150 th Eagle	Bronze Plate	25 th Eagle

Eagle Plaque winners will be recognized annually at the Mid-Year Meeting.

****New for 2024** Agents can earn \$100 by submitting their "Eagle write-up" within 2 weeks of earning the accomplishment.**

2024 Globe Life Achievement Awards



Three affiliates compete for cash prizes and recognition in 2024:

2024 GLOBE LIFE AGENT OF THE YEAR* | \$25,000 Prize
Division Winner – \$10,000 Prize | Division Runner-Up – \$5,000 Prize

The Globe Life Agent of the Year Winner will be the agent who produces the highest net written premium* for all of 2024. The Globe Life Agent of the Year is not eligible to also win the Divisional prize money.** The Division Winner will be the agent who produces the highest net written premium in their respective Division. The Division Runner-Up will be the agent who produces the second highest net written premium in their respective Division.

2024 GLOBE LIFE PERSONAL RECRUITER OF THE YEAR* | \$25,000 Prize

Division Winner – \$10,000 Prize | Division Runner-Up – \$5,000 Prize

Globe Life Personal Recruiter of the Year will be the recruiter with the highest individual net premium written by their personal recruits during the 2024 calendar year. The Division Winner and Runner-Up will be the Personal Recruiter with the highest and second highest net premium written by their personal recruits in their respective Division. To qualify for the award, winners must have a minimum of 18 personal recruits in 2024.

2024 LEGACY AWARD* | \$25,000 Prize

Winner will be the Agency Owner who promotes two or more managers to the AO position during the previous two calendar years.

*Must meet minimum A/T ratios of 85% for Sales Professional and 90% Teams for Agency Builder/Agency Owner

Growth Council

The 2024 Growth Council's mission is to advise Family Heritage Division in key areas that impact growth in Sales and Recruiting.

Growth Council expectations:

- Show a track record of growth in Sales and Recruiting
- Display personal and professional leadership at all times
- Are team players and support all Globe Life Family Heritage Division systems and campaigns
- Recruit quality people and operate an organization that writes quality business

Wall of Greats

Prestigious awards to our Sales Professionals, Agency Builders, and Agency Owners for a record-setting sales performance.

TOP 10 PERSONAL SALES	TOP 10 PERSONAL ACHIEVEMENT	TOP 10 AGENCY OWNER SALES
Sales Week	\$10,000 Sales Weeks	Sales Week
Sales Month	I Dare You	NAP Month
1 st Year Sales	\$5,000 Sales Strings	Recruiting Year
NAP Year	Personal Recruiting	NAP Year
NAP Lifetime		NAP Lifetime

Board of Governors

WE RECOGNIZE OUR PRESTIGIOUS BOARD OF GOVERNORS, an advisory council appointed by the President and CEO of Globe Life Family Heritage Division. These decision makers are the top producer in their state with a minimum annual production of \$200,000 NAP.

Lieutenant Governors

THE SECOND AND THIRD PLACE producers in each state with at least \$200,000 NAP earn special recognition and are also on the Advisory Council to the President.

Our Board of Governors and Lieutenant Governors receive a special medallion to recognize their state performance.



Publications

MONTHLY LEADERBOARDS

Our monthly and year-to-date newsletter announcing notable facts and recognizing our Sales Professionals, Agency Builders, and Agency Owners.

WEEKLY LEADERBOARDS

A weekly progress report highlighting:

- Sales Professionals
- Agency Builders
- Agency Owners

OUR HERITAGE

A quarterly magazine focused on Triple Threat activities.

Trainmore Automatic

STRING AN EAGLE during each Trainmore with at least \$10,000 Net Annualized Premium and be recognized annually.

Record Breakers

PRESTIGIOUS AWARDS to our Sales Professionals, Agency Builders, and Agency Owners for a record-setting sales performance.

Incentive Summary

NEW AGENT START UP

License Reimbursement.....Licensing expenses paid for \$50,000 NAP

Quick Start Bonus.....Recruits earn \$1,000 for \$10,000 NAP and 4 FIT modules

RECRUITING

Career Track Recruiting BonusEarn up to \$3,000 for each qualifying recruit

AGENCY BUILDER

Career Track Stock and Cash Bonus..Earn up to \$6,500 in Cash and Stock

PERSONAL SALES

Monthly Cash Bonus.....Earn up to \$74,000 Monthly Cash and Stock Bonuses

\$100 Eagle BonusEarn \$100 for every Eagle write-up

TRIPS/TRAINING

Salt Lake City/Cancun.....4 Levels in 22 weeks / Annual Qualification

GLU 101.....Two Green Outs –OR– \$25,000 NAP in the 26-week qualification period

GLU 201.....Field Director and above –OR– Agency Builders with 25 total submitting Agents, Sales Professionals in the previous full quarter – OR– 1 Direct Recruit and \$30,000 NAP in the previous full quarter

GLU 301.....Market Director and above –OR– 3 Direct Recruits and \$30,000 personal NAP in previous full quarter

GLU Masters301 graduate at the Regional Director level

TOP RECOGNITION | Dare You (13 Weeks)

Sales Professionals.....Green Jacket

Agency BuildersNavy Jacket

Agency Owners.....Dark Maroon Jacket

Double WinnerCustom Jacket

NOTE: This is only a summary, please refer to the details of the 2024 Incentive, Awards and Recognition booklet.

The Fine Print

2024 INCENTIVE GUIDELINES

Incentives, awards, bonuses, trips, and meetings are available to “captive” sales professionals who are “active,” “in good standing,” and writing quality business.

GLOBE LIFE FAMILY HERITAGE DIVISION RESERVES THE FOLLOWING “RIGHTS” INCLUDING, BUT NOT LIMITED TO:

1. All awards and incentives must be achieved within the spirit of the program.
2. All marketing distribution systems must meet Company persistency standards.
3. All cash bonuses will be applied to accounts if the personal debt to earnings ratio exceeds 12:1.
4. To be eligible to receive the incentive for the Mid-Year Meeting/Annual Awards Meeting, the Sales Professional/Agency Builder must attend the day of the National Sales Meeting. Winners will earn the incentive based on the levels achieved. Non-winners are responsible for their transportation, food, hotel and event costs for themselves and their guests.
5. There are no substitutions for any awards. The prizes listed are the only value to be awarded.
6. Globe Life Family Heritage Division reserves the right to discontinue, restructure or revise incentives as deemed necessary.
7. Globe Life Family Heritage Division may delay or reverse bonus payments due to business quality. Quality of business is determined by the CASPER report.
8. Must meet A/T ratio of 85% for Sales Professional and 90% Team for Agency Builder/Agency Owner to qualify for Annual Awards

