



In 1727 Benjamin Franklin formed a small club for mutual benefit and improvement. He called it the Junto (from Latin “iungere” meaning “to join”).

The Junto’s purpose was to debate questions and exchange knowledge of business affairs.

In 1736, he said, “Our clube, the Junto, was found so useful, and afforded such satisfaction to the members, that several were desirous of introducing their friends.

“An investment in knowledge pays the best dividends.”
—Benjamin Franklin



Benjamin Franklin's Junto?

<http://www.benjamin-Franklin-history.org/junto-club/>

Franklin organized a group named JUNTO with a gang of friends to provide a structured form of mutual improvement. ... The members of the Junto were drawn from diverse occupations and backgrounds, but they all shared the spirit of inquiry and the desire to improve themselves, their community, and to help others.

While Institute Juntos are occupation specific, we all “share the spirit of inquiry and the desire to improve ourselves, our community and to help others”

Agreement and Investment

Conquering Zero® Advisors will be asked to sign a non-disclosure agreement as well as a member agreement. Your investment, which includes the Conquering Zero® license fee, is \$1800 annually for the first person from an agency and \$250 each year for each additional agency person joining a Junto. Membership includes one agency private-labeled Conquering Zero Guidebook, along with a WOW Box sample to demonstrate on client/prospect meetings; virtual or in person. You will receive more details on Conquering Zero®, Conquering Zero Guidebooks and Conquering Zero Section Booklets (which break down the process into task specific bits that target individual segments of the Conquering Zero® process).

How Institute Juntos work

Juntos will be randomly organized with one sole requirement, members in a Junto will not be direct competitors. While Conquering Zero® is not new, it is broadly revised and included in the Juntos. Each Junto will consist of twelve Advisors with a leader chosen by the Institute.

Junto Goals — Sharing Strategies to Get and Keep Clients and Seal the Deal

At each Junto two members will present a specific strategy. The presentation is followed by an open discussion. Presenters will be selected at least two weeks before their scheduled presentation, if not during a Junto, to ensure they have plenty of time to prepare content and accompanying visual aids.

Strategies might include: getting the first appointment, content at the first appointment, keeping the buyer warm between appointments, asking for the order, implementing the process, plus, a myriad of “paths,” large and small, to outrageous success.

Recorded and Transcribed

Each Junto monthly session will be recorded and stored on ConqueringZero.com (CZAMB.com). One monthly Junto recording will be transcribed, Junto members will be notified of the posting of the recordings. This should become fertile training and strong educational resources, as well as the process for jump-starting new agency producers.

Communication

Each Junto will have its own Slack channel to easily communicate individually and with their group. Prior to the first meeting of their Junto, members will receive a short agency data sheet to complete and return. It will be distributed to the Junto members prior to the meeting.

Your Commitment

One hour each month. Other activities are as your group decides. Touching base with other members to brainstorm opportunities they have experienced to “whatever.”

Survey and Roster of your Junto Circle members

You will receive a short survey to complete. A roster of your Junto circle members will be emailed to you a week prior to your first Junto Circle.