

## RECRUITMENT



According to *Webster's*, business is defined as an occupation, profession or trade; a profit-seeking enterprise; a person's principal concern.

To you, **your business** — your success, growth and achievements — **is your principal concern**. At United American you're *our* business, therefore *you're our principal concern*. Thus, your success, achievements and your growth, in particular, are important to us — if you grow, we grow!

Growth can come in different forms — profit growth, expansion, product offerings, etc. There is, however, what I feel to be an all encompassing growth strategy, and that strategy is recruiting! *Recruiting*, for many, *is the key to realizing growth in other areas of business. Simply put the more people you have working for your Agency, the higher your profit returns, the more you are likely to expand — both in your field force and coverage area — and the more likely you will be able to offer more products to more prospects.*

My job, as a recruiter for United American, is to help General Agents, as well as the Company, recruit new Agents. For me, recruiting is knowing that we have **GREAT** opportunities for new Agents. With little investment and a desire to succeed, Agents can follow



# I WANT YOU

## TO WORK AND RECRUIT FOR UNITED AMERICAN

## RECRUITMENT



our program and immediately earn substantial incomes.

Any method you use can provide recruiting results, but *your best source of recruiting is your power of observation*. Observe the people you do business with, other business owners, sales people and friends. Then ask yourself a few questions based on your observations:

- Who's trying to get ahead?
- Who's enthusiastic, goal oriented and eager to achieve?
- Who's a self-starter?

By finding an individual that fits these characteristics, you are sure

to be a successful recruiter.

I also suggest that rather than putting an ad in the newspaper, *send a letter to your clients, friends and fellow business owners, because it is more personal and is more likely to evoke a response.*

Some traditional values would have you believe the old business adage that success is all about three things — location, location, location, but I believe *it's all about recruiting, recruiting, recruiting!* It is, however, important to remember, United American is here to help you grow, succeed and prosper! UA offers all you ever wanted in a company — stability, Home Office support, excellent products, a great lead program, recruiting assistance and **YOU** as our principal concern!



# VICTORY



**FOR MORE INFORMATION ON RECRUITING, CONTACT**

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