



## Goals for growth

United American wants to grow its managerial force dramatically. And one of the best ways to find out if someone is up for the task is to see how they recruit. After all, recruiting is one of the primary functions of a good Unit Manager. UA is taking an aggressive approach to recruiting in 2000 that should make finding new Agents easier.

## Recruits by the thousands

There are hundreds of thousands of potential Agents across the country, so Branches should have no trouble finding recruits. From 1998 to 1999, UA averaged 3,000 recruiting leads per month. In the last six months, the number of recruiting leads has increased to **18,000 a month — that's 216,000 annually**. With this abundance of prospective Agents, UA will need an abundance of new Unit Managers.

## Where to find recruiting leads

To assist Branches in their recruiting endeavors, UA has implemented several programs designed to attract potential new Agents and motivate Branches for the task.

Below, you'll see the tools UA has provided. Use these to your advantage.



- Recruiting ads placed in newspapers nationwide
- Internet job boards (Resumes, E-mail responses, Ad posting responses)
- Recruiting CD ROM (see facing page for details.)

*Now that you see the value of recruiting*

# A New Level

## “The UA Opportunity” on CD ROM

Now available, United American’s recruiting CD ROM gives Unit and Branch Managers another avenue when talking to potential new Agents. By covering a wide range of subjects, the CD answers questions about who we are and why working for UA is a good choice. Plus, the CD has a direct link to UA’s Branch web site [www.uabranch.com](http://www.uabranch.com).



### CD Features

- ▲ Company history
- ▲ Products
- ▲ Company ratings
- ▲ Leads and training
- ▲ Commissions
- ▲ Branch Manager Testimonials

**Cost of the CD is \$15 each.** Send orders to Hollie Easterling at [heasterling@torchmarkcorp.com](mailto:heasterling@torchmarkcorp.com). Recruits can view this CD with a Manager or on their own — *it's interactive recruiting at its best!*

*“I did not realize what a remarkable tool this would be. I don’t have to say a thing in the interview, and the recruit just sits back and watches in awe. This thing works.”*

— Ron Seroka, Branch Manager, Orlando

## 2000 Branch Manager Monthly Recruiting Bonus

For recruiting efforts, Branch Managers are offered a monthly bonus. Many Branch Managers choose to share these bonuses with Agents to spur additional recruiting. Here’s how it works.

# Of New Agents Appointed	Bonus	Producers	Bonus	Monthly Ad Charges	Total Recruiting Bonus
0-1	\$-300	Each New			
2	-200	\$1,000 Producer:	\$150		
3	-100				
4	0	Each New			
5	300	\$10,000 Producer:	\$650		
6	500				
7	700	Total	\$800		
8	800				

A new recruit could mean an extra \$800 plus overrides of \$6,000 for Unit Managers who recruit an Agent who becomes a convention qualifier.

*g, how many new Agents can you find?*