

How Do You Find New Agents? Ask Your Friends!



Ever hear the saying, “It’s not what you know, it’s who you know”? Well this phrase has never been truer than it is in recruiting. If you sit down and think about your friends, colleagues and acquaintances, you’ll find an excellent source for potential new Agents. Use Don Runge’s “Think Five” inventory technique for 30 days, and your Branch and pocketbook will be bursting at the seams!

Let the people you know help improve your business. See how many of your acquaintances and friends fall under one of these categories.

1 NOMINATOR

A nominator is usually someone you’ve known for a long time like a friend or neighbor, who can refer you to a number of potential recruits.

2 CENTERS OF INFLUENCE

These are prominent figures in a community such as doctors, lawyers, city officials, etc. They have several contacts and their recommendation carries a lot of weight.

3 NETWORKER

Everyone has a network — people you know from a club, church, alumni association, etc. And the people within your network, have a network of their own — so the possibilities and number of recruits are endless.

4 AGENT PROSPECT

Anybody you know who is out of work, unhappy with their job or lacks job stability, could be your next new Agent.

5 SALES PROSPECT

When you are recruiting, don’t miss the chance to make a sale. Use the three-foot rule: tell everyone you encounter within three feet about the great product line offered by United American.

Looking for more recruiting ideas from the Lead Guru? Then attend one of our New Agent Training Schools! “Professor” Runge gives students informative tips on both recruiting and lead generating. Find out when the next school will be in your area on the next page!