

Landing the BIG Ones

Finding the best recruits is a lot like landing the biggest fish. You need attractive bait or lures, the best rod and reel on the market and the knowledge and skill to use the equipment to your best advantage. United American has all that and more. We offer the best products on the market, unparalleled commission and incentive programs, and a group of talented and dedicated Branch Managers who are highly qualified to reel in the best talent.

With Baby Boomers drifting toward retirement, many Agents will ease out of the industry during the next decade. Those individuals must be replaced to keep the industry strong and promote branch expansion.

According to Agent Joe Andrews in the August/September 2002 issue of *Insurance Marketing*, "Good recruiting doesn't happen by magic. The more people you see and talk to, the more recruiting opportunities you have. The more recruiting opportunities you have, the bigger and better your recruiting pool. And the bigger and better your recruiting pool, the more selective you can be in bringing on the best. I find that it takes an average of 50-60 interviews to get 10 high-quality recruits." Ten quality Agents should be the monthly objective for each Branch.

What's the best place to find those high-quality recruits? They are all around you. Andrews makes recruiting a daily practice. "When I opened my new office, an electrician came in to do the wiring. As I talked with him and learned more about him, I began



to see him not only as an electrician, but also as a recruiting candidate. Over the next few months, our professional relationship progressed, and now he's working his way through our recruiting and training process."

Additional methods for recruiting are job fairs, on-campus recruiting, seminars, and internet. Internet recruiting has dramatically increased in recent years and greatly enhanced the recruiting process. United American's website is so informative, that before recruits ever speak with a Branch Manager, they can thoroughly research the Company, our philosophy, our products, and Agent requirements to decide if UA provides the right opportunity for them.

UA's numerous lead programs and referrals from your existing Agents will add generously to your recruiting pool. If they have a good experience within your branch, they'll spread the word to friends and associates. Your best recruiter may be the Agent at the next desk! You know the old saying, "Ask and ye shall receive!"

The Best Catch...

Recruiting is at the heart of branch strength and can be as simple or as complex as you choose to make it. Yet, one thing remains constant. Whether you utilize a highly complex recruiting strategy or take a simple, down-home approach, an effective recruiting pool must contain a variety of different personality types. Andrews divides recruits into three distinct groups and advises a mixture of all three for branch success. He suggests a **1/2/1 ratio** for best results.

Professionals from Outside the Industry: These individuals won't be productive immediately and take as long as 90 days to get up and running, by the time they give notice, get licensed, and complete field training. In the long run, they can be your best producers, because they don't have existing bad habits to overcome.

Methodical Industry Professionals: These folks may not start with a bang, but their persistence, dedication and work ethic pay off in the long run. They appreciate the training and the opportunity to show their loyalty.

Exciting Industry Professionals: These are the high profile, energetic people who bring electricity and vibrancy to the team. They're dynamic and exciting to be around. They may bring in the big accounts, but they're not always consistent.

Sources: *Insurance Marketing*, August/September 2002