

Reeling 'em in!

Want more sales? Recruit more sellers and then promote them! Fresh from a three-day planning meeting at the Clayoquot Wilderness Resort on Vancouver Island, several members of the newly formed Leadership Development Board shared ideas on recruiting and promotion, as well as excellent photos from this fisherman's paradise. Board Members were recognized at our Atlantis convention for promoting Unit Managers to Branch Managers.

Vision: How important is recruiting to the growth of your branch?

David Barbee: Recruiting is the most important priority for a branch. Everything else feeds from recruiting.

Autry Freeman: Recruiting is everything if you intend to grow as a branch. There is a quote I'll never forget from one of the most capable Managers the Company has ever had, Mr. Ted Poynter. Ted said as soon as he built his branch, he started rebuilding it and never quit for the next 30 years!

Don Gibbs: When you run a commission sales organization, you either recruit or die! You never have one built; it's always a work in progress.

Danny Jones: CB Hudson once said, 'Recruit or die.' I want to live for a while!

Jeff Miller: Recruiting is absolutely vital to the branch office existence. This must be a weekly work habit and a top priority for each Manager. The entire office should be involved in the recruiting/growth process. And with the new growth contract in place, you are going to love the income results.

Ron Seroka: Recruiting is the most important activity to grow a branch. It is absolutely square one and creates the force necessary to get the ball rolling. Closely behind recruiting is the need for a concrete training system to handle higher volumes of Agents.

Rex Smedley: There is no other variable more important. "Recruit or die" is our motto.

Right, from left: Autry Freeman, Danny Jones, Dan Allen and Andy King display their ability to fish for talent.

Below, from left: Vern Herbel, John Holmes, Ron Seroka, David Barbee, Don Gibbs, Rex Smedley, Larry Goudy and Andy King.



Vision: Why is it important to promote?

Dan Allen: I believe promotion is the lifeblood of a branch. It is what pumps the excitement and attitude of the office. When people know they have the opportunity to grow with a company, to move up the ladder, they will do what is necessary to achieve that goal. We make a practice of making promotion a big deal in the Sacramento office, because it is. Opportunity is the one thing that will either make or break an office.

David Barbee: Everyone likes recognition for doing a good job. If you have someone ready and they deserve it, promote them.

Autry Freeman: With every promotion I've made, the office has taken a jump in production. It has taken on a festive atmosphere – a feeling of hope for others that they too may reach that pinnacle. (That's how Atlanta was the #1 Branch in 2003.)

Don Gibbs: Promoting is the only way to maintain a healthy and growing organization, especially promotions from Unit Manager to Branch Manager. It allows me to recruit high-quality and highly motivated sales people when they see that joining my branch is a stepping stone to bigger things.

Danny Jones: It helps set a standard for others to follow. It helps a Manager to manage the right people for the right position, and it keeps the morale and attitude of the branch positive.

Jeff Miller: We sell promotion when we sell the opportunity. I want our future representatives to know we are always looking for those who have a desire to serve and lead others. It's another important step in the growth process. Promotions benefit the entire branch. People are excited to see others grow, and I personally enjoy having a part in improving the lives of others. (So far, Springfield, MO E is UA's #1 Branch.)

Ron Seroka: Promoting someone to Branch Manager has been one of the most rewarding things that happened in my professional career, and it created a lot of synergy within our branch. Agents and Managers are working harder than ever because they know their reward is coming. We are establishing a branch culture where we openly speak about promotion possibilities. In our recruiting seminars we make promises, and we practice what we preach. We 'open the doors of opportunity at UA.'