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Recruiting

A recruiting culture is the foundation of any successful Branch. Recruiting doesn't have to be complicated; it just takes continuous effort and focus. According to a prominent financial advisor in the May 22, 2004 issue of *National Underwriter*, there are four basic elements that contribute to successful recruiting and result in Branch growth and expansion...

A **Involve the entire Branch in the recruiting process.** Agents must realize that their long-term success is dependent upon the Branch's capacity for growth. Branch Managers should spend about ninety percent of their time recruiting and training. They should expect Unit Managers, Agents and support staff to all be involved, either directly or indirectly, in the process. Managers shouldn't delegate the recruiting function to others, but should encourage them to share and assist in the effort. Help the entire Branch to realize that successful Agent recruiting will bring financial rewards to everyone.

B **Consider many different sources to identify potential recruits.** Actively solicit recruits from resumes gathered via internet sites such as *monster.com* and newspaper ads. Also look to friends, associates and acquaintances who currently work in other industries, but have a sales or other background that could be helpful in the insurance field. Men and women in financial services, other types of sales and teachers make excellent recruits. "Look for people who can balance multiple things at once – a good family life, a serious business outlook, community involvement and leadership," adds *N.U.*

C **Establish and maintain a demanding selection process.** You must recruit people who "fit" with your Branch philosophy and personality and will want to be there. Be sure your recruit is a team player, but brings with him/her a set of individual and personal strengths that will enhance the team. The old adage "united we stand; divided we fall" is critical to the success of the Branch.

D **Make training and support a top priority.** Target the market areas in which your Agents work and support them with a robust and diverse range of marketing material, training material, and Branch and Home Office support. Branch Managers, Unit Managers and existing Agents should all function as mentors for new recruits. Sharing knowledge and experience goes a long way to energizing and sustaining a new Agent's enthusiasm. Couple new Agents with experienced Agents for customer sales presentations and for training sessions. Adds *N.U.*, "Learning takes place in the classroom, but training takes place in the field."

Develop and maintain a recruiting culture within your Branch. You'll create an atmosphere of enthusiasm and excitement and a Branch that is vibrant and oriented to achievement and growth. Remember, Together Everyone Achieves More!