



## GAMA Foundation's Most Popular Studies

### Reaching the Right People: Marketing Locally for Maximum Impact, A Systems for Success Study

What component of your business has the single greatest impact on your bottom line, including associate recruiting, development and retention results?

Marketing, of course. A strong local marketing program attracts candidates, launches new advisors successfully in the career, retains them during their most productive years. *Reaching the Right People* explores the local marketing techniques used by many of the most successful firms in our industry.



### Finding the Right People, A Systems for Success Study

*Finding the Right People* reveals key differences between the recruiting and selection processes of high-performing agencies and those of their low-performing peers. This comprehensive study, which contains both qualitative and quantitative data, provides important updates to the original study that was released in 1995. Updates to the research include Internet-based, contemporary recruiting and selection tools, and how changes in the roles of associates have affected the recruiting and selection process.



### Building the Right People, A Systems for Success Study

Strategies that top-performing agencies and firms use to get their new associates off to a fast, productive start in the business.





## Keeping the Right People, A Systems for Success Study

Reveals how top-performing agencies and firms build value into their organizations so that their most productive associates want to stay on board.



## Building High-Performance Adviser Teams: Using Teamwork to Maximize Productivity and Success, A Systems for Success Study

Increased customer demands, more complex products and more competitive market realities have inspired field leaders to explore new ways of working. Traditionally, most firms in the insurance and financial services industry have cultivated an entrepreneurial environment. In recent years, however, many successful agencies have evolved from that individual orientation to a more team-oriented one. Building High-Performance Adviser Teams shares important lessons on creating successful producer teams.

