

## **Rural panel**

1. What characteristics do you look for in a candidate specifically for a rural market?
2. How do you use passive and active recruiting for a rural market?
3. What techniques do you use to develop middle management leadership in a geographically challenged territory?
4. I have a large rural territory with advisors/producers located hours from me. How do you manage and coach and teach your new advisors who are long distances from your office and how often are you face to face with these advisors/producers?
5. What advice do you have regarding office logistics?
6. How does a leader establish goals based on population base and target markets in a rural market?