

## Southwest Wisconsin Interview Screen

### Contact Information

Name: \_\_\_\_\_  
Phone #: \_\_\_\_\_ Location: \_\_\_\_\_  
Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
Received Resume/Lead: \_\_\_\_\_  
Current Employer: \_\_\_\_\_  
Spouse's Name: \_\_\_\_\_  
Initial Telephone Interview Screening Date: \_\_\_\_\_

### Interview Questions

- (1) Tell me what you know about Thrivent Financial.
- 3 Components: Investment firm (60%), Insurance firm (30%), Bank (10%)
  - Fraternal Benefit Society: No Federal Taxes, given back to churches, schools, and communities (\$160 million)
- (2) Tell me what you know about the financial representative position specifically.
- Opportunity to run your own business
  - Sales
  - Full Benefit Package
- (3) How did you hear about this position?
- 0 = Internet
  - 1 = Thrivent.com
  - 3 = Pastor/COI
  - 5 = FR
- (4) Tell me about your career history over the last 5 years. (Non-college candidates)
- 1 = four to five different job changes in and out of industry, or five years or less of non-professional jobs
  - 3 = professional jobs, and no more than two jobs in last five years
  - 5 = sales experience or business owner for last five years.

Or

Tell me about your leadership roles in and out of school over the past 5 years. (College candidates)

- 0 = no examples of leadership
- 1 = one or two examples of average leadership
- 3 = three examples of average leadership
- 5 = three examples of strong leadership

- (5) Do you have any sales experience?
- 0 = no sales experience
  - 1 = less than 1 year sales experience
  - 3 = one to five years sales experience
  - 5 = more than five years sales experience
- (6) Tell me about your 3 greatest achievements, excluding graduation, marriage and kids?
- 0 = no examples of achievement
  - 1 = one or two examples of average achievement
  - 3 = three examples of average achievement
  - 5 = 3+ examples of strong achievement
- (7) If I were to call your best friend and ask them for five adjectives describing you, what adjectives would they use?
- (8) What is your highest level of formal education achieved?
- 1 = no college education
  - 3 = some college education
  - 5 = at least a college degree
- (9) What is your understanding of how a financial advisor builds a client base/business?

- 1 = no understanding
- 3 = one or two of the following: cold calling, referrals, and natural market
- 5 = cold calling, referrals, and natural market

(10) How long have you lived in the area and what activities are you involved in?  
 1 = under five years and zero to one activity **or** moving to an area where candidate has a natural market  
 3 = five to ten years and at least two activities  
 5 = ten or more years and at least three activities

(11) How do you feel about commission sales?  
 0 = doesn't like commission sales, doesn't know, or otherwise reacts negatively  
 3 = has never been employed in commission-based job but is willing to try  
 5 = very comfortable with a commission-based job or prefers a commission-based job

(12) Are you confident in your ability to sell?  
 0 = No  
 1 = not sure  
 3 = moderately confident  
 5 = very confident

**To work for Thrivent, you need to become securities licensed. Therefore, we have eligibility requirements. To see if you're an eligible candidate, may I ask you a few final questions?**

(13) Are there any financial issues we need to be aware of such as bankruptcies, current or past foreclosure, or credit issues? (eg: any current liens, judgments, or accounts that are past due?)  
 If candidate has had a bankruptcy within the last 2 years, this is a knockout. STOP and redirect candidate.  
 1 = bankruptcy 2 or more years ago and/or other issues  
 5 = No issues

(14) Do you have any felonies or misdemeanors on record?  
 If candidate has had a felony, this is a knockout. STOP and redirect candidate  
 1 = some misdemeanors  
 5 = No issues

**Final Interview Score:** \_\_\_\_\_

(High Quality Lead – Score of 33 or above -Move Forward)  
 (Low Quality Lead – Score of 32 or below - Redirect)

Based on our conversation today, we are interested in taking you forward into the next step in our process which is the Career Profile and POP Assessments. We have a highly selective process which includes three further interviews, a background check, and licensing requirements.

On a score of 1-5 (with 1 being not interested at all and 5 being very interested), how interested are you in a Financial Representative career with Thrivent?

1      2      3      4      5

What questions do you have for us?

CP+ Sent \_\_\_\_\_ Record in Vurv \_\_\_\_\_ Score \_\_\_\_\_  
 POP Sent \_\_\_\_\_ Record in Vurv \_\_\_\_\_ Score \_\_\_\_\_

Total Score (CP+ x POP PS Score): \_\_\_\_\_  
 (Must have a minimum of 400 to proceed.)

**Scheduled Dates**

1<sup>st</sup> Interview Scheduled \_\_\_\_\_  
 Market Survey \_\_\_\_\_  
 Financial Status Worksheet \_\_\_\_\_  
 OAD Assessment Sent: \_\_\_\_\_ Received \_\_\_\_\_  
 2<sup>nd</sup> Interview Scheduled \_\_\_\_\_  
 VIP Meeting Scheduled \_\_\_\_\_

## Tracking for Success

Time Frame 0 – 6 Months

- Everyone starts on 'A' track
- Two back to back hot days every other week for 1<sup>st</sup> two months
- One hot day on opposite weeks for 1<sup>st</sup> two months
- One hot day/wk for next four months

### Clear Expectations

What you will provide:

Calling for appointments, attending all sales builders and meetings, activity, sales, reporting of activity, Thrivent Financial Advisory Process, open communication

What we will provide:

28 days for JFW, training, accountability, coaching, database, office expenses, turn-key marketing, bonus potential, invitation to 'A' events

At 6 Month Anniversary:

Probation: Dinner with spouse, review of performance, no 'A' meeting invitations

Good standing: Dinner with spouse, check, additional HHs, ME team

At 12 Month Anniversary:

Change track to 'B' or 'C', review performance, dinner with spouse

Good standing: Dinner with spouse, check, remain on 'A' track

Level 'A':

JFW provided, eligible for pilots, potential advancement, potential call center support, Super Subsidized Learning opportunity (state and national), H.O. relationships, compliance, invitation to fun events

Level 'B':

JFW provided, compliance

Level 'C':

Compliance

'A' ← Performance plan ← 'B' ← Production ← 'C'

Mike McCarthy 03/23/09	ABC Goal 65,000			Current ABCs 11,031 as of 2/24/10		APPT. AVERAGE 8		WEEKLY APPT. GOAL 12		
Red Folder	Connect	DG	TA	Member status	Date	Appt. this week	Appt. next week	Appts. two weeks out	JFW appts.	Attend call
Bo Ryan	03/04/10	03/29/10	04/15/10	Member	01/08/10	9	5	4	8	No call
Buck E. Badger	03/05/10			Prospect	01/15/10	10	8	4	4	Yes
Aaron Rodgers	02/24/10	03/05/10		Non-Memb	01/22/10	9	7	3	5	Yes
Tim & Tammy Cheddar	02/12/10	02/25/10	03/02/10	Member	01/29/10	12	8	4	6	Yes
Daisy Bovine	02/26/10			Prospect	02/05/10	9	4	3	4	Yes
Rev. Sven Lutkefisk	02/12/10	03/02/10	04/02/10	Member	02/12/10	8	5	5	3	No
Ole & Lena	03/02/10			Member	02/19/10	9	7	3	4	Yes
Jim & Jessica Doyle	01/14/10	02/01/10	03/02/10	Prospect	02/26/10	8	9	7	5	Vacation
Lisa Stone	01/10/10	01/31/10		Member	03/05/10	0	7	1	0	Yes
Mark Johnson	02/01/10	02/27/10		Member	03/12/10					
Bret Bielema	02/17/10	03/01/10		Member	03/19/10					
Barry Alvarez	02/18/10			Prospect	03/26/10					
Ron Dayne	01/15/10	02/13/10	03/14/10	Member	04/02/10					
Dick Bennett	01/29/10			Prospect	Date	Approach Contact Connect	Referrals	ABCs written	Effectiveness	
Mark Tauscher	02/02/10			Prospect	01/08/10	12;8;3	0	1,200	All connects	
Vince Lombardi	01/18/10	02/05/10		Member	01/15/10	23;17;11	3	800	6conn; 2DG;2TA	
Ryan Grant	02/01/10	02/27/10		Member	01/22/10	33;15;9	2	45	7 conn; 2 DG; 1TA	
Donald Driver	03/01/10			Prospect	01/29/10	4;2;2	0	1,380	7conn;3DG;2TA	
					02/05/10	19;8;4	0	500	4conn;1DG;1TA;3srv.	
					02/12/10	35;24;20	1	700	2conn;2DG;2TA;2srv.	
					02/19/10	39;30;27	1	1,000	4conn;4DG;1srv	
					02/26/10	25;17;8	0	2,598	5conn;2TA; 1DG	
					03/05/10	0	3	3,223	Vacation	
					03/12/10					
					03/19/10					
					03/26/10					
					04/02/10					