

Where is the Recruiting On/Off Switch



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New Org Stats

<u>Class</u>	<u>YTD</u>	<u>Projected YE</u>
●01	243,000	325,000
●02	142,000	250,000

Why recruit anyway ?

- **SIZE DOES MATTER**
- Growth is most company's objective!
- Replace terminations.
- New reps bring enthusiasm to office.
- Raises general office morale.
- Important element of compensation.
- **MUST HAVE CONSISTENT CLASS FYC PIPELINE FEEDING AND GROWING BASE**

Recruiting Basics

- Recruiting has to be systematized!
- There is no on/off switch! I looked!
- Systems are ongoing and require a small amount of effort to maintain but a large amount of effort to implement.
- Recruiting pipeline should always be full to compensate for the obvious terminations and for those that are not predictable.



Recruiting Basics (cont.)

- Extra emphasis on recruiting for January appointments.
- Carefully plan your recruiting and recruit to your plan. (STAY AHEAD)
- You won't catch many fish with only one line in the water.

Recruiting Systems.

- Automatic, habit, part of routine.
- Designed during business planning in prior year.
- Adjust systems throughout year depending on desired and achieved results.
- Minimum of 3 systems ongoing at all times.

Recruiting Systems (cont.)

- Two seasonal systems.
- Office staff must know the system process.
- Commit to writing through business plans and weekly planner.
- Everyone meets weekly to discuss interviews, selection & pipeline progress

Top 6 Recruiting Systems

- Sponsorship
- Internet
- Observation recruiting
- Career seminars (Seasonal)
- Nominators
- Job Fairs (Seasonal)

Sponsorship

- Warm qualified lead.
- Review at least monthly at agency mtg.
- Keep an individual track record of names and outcomes.
- Review at PEP's monthly at different times from the week of agency meeting.
- Awareness is the key. Share success stories. Sponsor a contest.
- Layoff booths for rollovers.

Internet

- Resume search through key words.
- Facilitates target recruiting.
- Change internet services yearly.
- Staff screens candidate, contacts and sets appt. (very strict standards)
- Confirm appt in the morning.
- **THIS IS FILLER ACTIVITY ONLY**
SHOULD BE A DELEGATED SYSTEM
TO A STAFF MEMBER. NOT
WORTHY OF MANAGEMENT TIME.

Personal Observation

- Hand out the recruiting business card to every potential candidate you come in contact with.
- Listen for subtle hints in personal conversations that will allow you to start a recruiting topic. Income, benefits, etc.
- Look for potential recruits everywhere and all the time. YOU NEVER KNOW!

Personal Observation (cont.)

- Be particularly on alert when running appointments with reps.
- **HUNT FOR THE HUNTER!** Teach a rep to work a room in Chamber of Commerce, Biz to Biz, BNI or any other networking event.

Career Seminars (Seasonal)

- Plan two months in advance.
- Decide on type of candidate you want to attract to establish a theme.
- Pick location close to office, preferably a hotel meeting room or in the business center.
- Open with your company's story.
- Show off strengths.
- Have a successful rep speak at seminar.
- Have a registration desk to get personal data.

Nominators

- Clergymen, accountants, business owners, personal services, etc. Anyone who would know some personal facts about potential prospects.
- LEVERAGE YOUR PATRON STATUS!**
- Meet on a regular basis.
 - Give some recruiting business cards and description of candidate desired.

Nominators (cont.)

- Follow-up with any referral obtained.
- Get back to nominator with outcome & thanks for referrals.
- Share nominator success stories with other potential nominators.
- Share personal observation concepts.
- **TIP** Meet regularly with CPA's offering cross referrals, brokerage & nominator.

??? SELF QUIZ ???

- DOES EVERYONE YOU COME IN CONTACT WITH REGULARLY KNOW THE PROFILE OF THE CANDIDATES YOU ARE LOOKING FOR?
- DO THEY EVEN KNOW YOU ARE LOOKING AT ALL??????

Job Fairs (Seasonal)

- Pick fairs that are not exclusively sales. A good amount of our top producers never intended to be in sales.
- Be the best display at the event. Have continuous running audio. Computer or VCR. It gets their attention since you will probably be the only one there using that technique.
- Dazzle them with all you have to offer through the use of your laptop, brochures & backdrop displays.

Job Fairs (cont.)

- Make sure you get a copy of all the résumé's collected at the event.
- Don't eat lunch or stop early. Employed candidates might have to come during lunch or at the end of the day.
- Have your career show book!
- Above all "DRESS FOR SUCCESS"

Recruiting results 2006 & 2007

<u>SOURCE</u>	<u>H/B/T</u>	<u>YTD</u>	<u>AVG</u>
● Internet	15/4/4	125,223	17,889
● Per Obs & Nom	13/3/1	318,375	35,375
● Sponsorship	15/2/1	525,816	43,818

Summary

- No magic just personal commitment.
- Systems work while you can't.
- Get multiple lines in the water!
- "Plan your work & work your plan"
- Planning & Implementation of recruiting systems are essential to growth. AND
- Growth is crucial to a public company.
- ALWAYS BE ON

**We removed the
"off" position
to our switch!**

QUESTIONS?

Closing

I am very proud to be with such a high quality group of managers. All of you are a big part of my motivation when I see the numbers that are achieved throughout our industry. I hope that all of you have benefited with some of the ideas that I have shared with you today. If you have heard nothing new, then I hope that I have been able to motivate you through my personal commitment and enthusiasm to grow the organization. Stay focused and keep up the good work!
