

Recruiting Stars

*Attracting Superstars with a Huge Opportunity
While Scaring Away Non-Stars
with Huge Accountability & Responsibility*

Recruit Superstars, Scare Non-Stars

Critical Recruiting Plan Items

PROBLEM	SOLUTION
1) Good Person, Wrong Role	Clarify Standards, Rewards & Consequences
2) Slow Learner (Costs too much to train)	Training & Activity Milestones Calendar
3) Low Producer	Production & Results Milestones Calendar
4) Miss Out on Solid Hire	Clearly Shown Benefits Package
5) Unable to Attract High Quality New Talent	Illustrate Lucrative Career Path
6) Unqualified Person “Slips Past” the Filters	Detailed, Specific Open & Closed Questions
7) “I Thought They Knew the Job”	“Tasks I Can Do Right Now” List
8) “I Want Their Success More than They Do”	Economic Adult Business Agreement
9) Low Traffic on Job Posting	Unique, Huge Opportunity on <u>CareerBuilder</u>
10) Lots of Time Wasted on Poor Applicants	Screeners Required to Apply (<u>CareerBuilder</u>)

Next Step - EXECUTE

1. Clear Vision of Agency Success
2. Proven Retention, Auto / Fire Growth & Multiline Sales Process
3. Defined Team Member Expert Roles with Huge Divisive Opportunities for Each Type
4. Low Maintenance Software System to Encourage Activity & Reward Success
5. Accountability System to Keep Producers Taking Action & Succeeding
6. Powerful Hiring Process to Attract Superstar Performers while Screening Out Others
7. Simple Ongoing Recruiting Plan to Inexpensively & Accurately Identify Future Prospects

2015 SMART Bonus System

Retain

10-15% Lapse Rates



Grow

5-20% Growth Rates



Multiline

10-25% Multiline Rates



Automate

Work 4 Days or Less

