



Developing Recruiting Skills Seminar

This two-day topical seminar teaches the manager how to establish a profile of a candidate, set objectives, understand effective recruiting sources, role-play recruiting skills, and develop a recruiting plan. *Also available as self-study.*

Introduction to Successful Recruiting

This session describes the major steps in systematic recruiting and identifies the major sources of candidates. LIMRA research provides valuable guidelines on the six major areas of agent activities and the basic skills and abilities needed to accomplish the key areas of the job successfully. The session closes with a discussion of other factors that are important to the manager's recruiting.

Profile of a Candidate

Following a review of a sample candidate profile, participants create candidate profiles tailored to the needs of their own operations. This workshop session provides participants with an opportunity to prepare a description of their agency based on seven key factors and to consider the implications of these factors on the characteristics of a desired candidate. It is critical that the candidate and agency are compatible.

Establishing Recruiting Objectives

The introduction to this session provides the instructor with an opportunity to discuss company marketing and recruiting goals. Then, discussion is based on an analysis of the present recruiting situation and personnel needs. Finally, participants begin to lay the foundation for their own recruiting plan by establishing recruiting objectives for their agencies.

Recruiting Through Direct Contacts

Following a discussion of sources of candidates where personal contact and observation are used, specific techniques for approaching people directly about a career opportunity are described. Participants also learn how to take advantage of five "no legs" recruiting techniques. The session closes with the review of a sample action plan for direct-contact recruiting. Participants will begin to complete their own action plans as a homework assignment.

Recruiting Situational Analysis

Participants have an opportunity to practice their recruiting skills as they take turns role-playing realistic situations they might encounter in personal recruiting.

Great Recruiting Ideas Workshop

Following a review of some personal recruiting techniques by the instructor, participants share their own experiences with each other. In addition to reinforcing the personal recruiting methods covered today, the discussion will set the stage for the second day of the seminar.

Personal Recruiting Action Plan

As a homework assignment, participants were asked to begin to prepare an action plan based on the sources they would use and the steps required to activate each source. Participants selected to describe their plans during this session receive valuable input from others in the class as well as suggestions from the instructor. It is important that participants build skills in using a variety of recruiting sources.

Recruiting Through Nominators

Discussion centers on the major sources of nominators (centers of influence) and on ways to gain their cooperation. Participants review the elements of an effective recruiting talk and consider ways to guide nominators into providing

Nominator Recruiting Workshop

Following review of a sample Action Plan for Recruiting Through Nominators, participants create personal action plans tailored to their own situations. They review various types of nominators and decide on the sources best suited to them. Next, they

identify the names of people they consider to be effective nominators in each category and plan the detailed approaches they will use when they return to their agencies.

Impersonal Recruiting Methods

Three forms of recruiting advertisements are considered in this session, as well as techniques for recruiting through employment agencies and direct mail. The session provides an important opportunity for the instructor to clarify best ways to use these sources and company preferences for this type of recruiting.

Making the First Contact

Candidates can be approached by letter, by telephone, or in person. The initial discussion focuses on the advantages and disadvantages of each approach. Then, participants share their own experiences with different approaches and the methods they use to counter objections to getting an interview. The session closes with a review of the key records needed for an effective recruiting system. Emphasis is placed on the elements of the company's own recruiting records.

The Selection Process

A five-step selection process enables participants to select candidates with the best chance of success from the people coming in for an initial interview. Discussion centers on the effective application of selection tools used by the company. Selection is only briefly discussed because another two-day seminar has been specifically designed to deal with selection.

Commitment to Action

Following the seminar, participants are expected to complete and implement their own action plans for recruiting through direct contacts, nominators, and impersonal recruiting methods. They are also expected to complete a comprehensive review detailing their application of the recruiting knowledge and skills gained through the seminar and the *Recruiting for Results* Workbook. During this session, the postschool project instructions are reviewed in detail and arrangements are made to identify the follow-up process for completion of the postschool project. Closing remarks focus on the relationship between recruiting a successful sales force and meeting company marketing goals.

Open Forum

As an optional session (if time permits) the class and instructor will engage in an open forum discussion on any matters association with or related to any aspects of recruiting. The LIMRA instructor will act as a facilitator and help in the attendee generated discussion on topics not previously discussed in the seminar, topics in need of further discussion or related industry topics.