



Selecting Winners Seminar

This two-day topical seminar explores the principles and conditions for effective agent selection, outlines steps that can be used in the process, then explores ways to make each step and tool effective, including the candidate evaluation process and career presentation. Also *available as self-study*.

Introduction to Effective Selection

LIMRA research serves as the foundation for a discussion of basic selection principles. The session turns research into reality by describing the elements of an effective selection system and explaining how each step in the selection process can provide information about candidate skills and abilities.

Managers in Action — Recruiting/Selection Practices

The session begins with a discussion of the recruiting and selection practices of high-retention companies, as revealed by LIMRA's landmark Career Agent Tracking Study. After watching a videotape of three successful managers demonstrating a selection system, participants consider factors affecting their own selection practices.

Selection Workshop

Following a discussion of selection interviewing guidelines and techniques, participants have an opportunity to critique a case study interview.

Initial Screening Activities

The discussion will center on the three major elements of initial screening — the initial interview, an objective selection test, and the employment application. Participants review a sample Personal History Form in order to determine questions to ask during the fact-finding interview.

Conducting an Initial Interview

After identifying the strengths and weaknesses in a sample initial interview, participants have an opportunity to practice their interviewing skills as they take turns role-playing initial interviews.

The Fact-Finding Interview

The session includes a discussion of the principles determining the effectiveness of the fact-finding interview and suggests solutions to potential interviewing problems. The "Is It Legal?" quiz and explanation of the correct answers help participants avoid the legal pitfalls of selection interviewing. Structured interview guides are reviewed in preparation for the fact-finding interview role-play.

Open Forum – Any Topic

This session allows participants the flexibility to discuss *any* concerns/issues regarding their job. The purpose of the session is to allow managers to discuss issues that might not come up in the seminar. A preschool form is used to accomplish this. The LIMRA instructor serves as a moderator for this session.

Conducting Fact-Finding Interviews

Participants continue to build their interviewing skills by taking turns role-playing fact-finding interviews with true-to-life candidates.

Career Orientation Program

Since research shows that using a career orientation program can improve first-year survival by as much as 30 percent, this session focuses on the elements of a realistic work sample and on encouraging candidates to make the necessary commitment.

Career Orientation Workshop

This workshop offers participants an opportunity to tailor career orientation concepts to the needs and resources of their own sales offices. Working in teams, participants prepare a career orientation action plan.

Gathering Additional Information

This session will explore confidential reference interviews, situational interviews, and office interviews as ways to gather the additional information about the candidate that participants need to reach a final employment decision.

Evaluating Candidates and Making Career Presentations

This selection process will come to a close as participants discuss evaluating candidates on the basis of valid selection dimensions, rejecting unqualified candidates appropriately, and preparing for the type of career presentation that encourages desired candidates to say "yes" to the career opportunity.

Open Forum – Selection Issues

Participants have been exposed to the entire seminar, will undertake a critical discussion on key issues concerning any aspect of selection. The LIMRA instructor will serve as both a moderator and a facilitator, making sure many final concerns on selection are addressed. A preschool form is used.

Commitment to Action

Following the seminar, participants are expected to complete the action projects in *Selecting for Success*. They are also expected to complete a comprehensive review detailing their application of the selection knowledge and skills gained from the seminar and workbook. During this session, project instructions are reviewed in detail. The seminar closes with suggestions for successfully implementing the type of selection process that results in improved retention rates when participants are faced with the pressures of busy sales offices.