

# Recruit!

For Agency Executives, Managers, and Recruiters



November-December 2011

## Recruiting 2012: Tips for Attracting and Landing “Gen Next” Recruits



By Rick Funke, LIMRA and LOMA

It doesn't matter where in the world I travel, sales managers are concerned with how they can find and attract “next generation” candidates who are in their twenties. These managers all face the same challenge: the youth of the world have fundamentally changed the way they connect and communicate with people around them. They have made digital devices with Internet connectivity their primary connector.

I was reminded of this while recently leading a recruiting seminar in Malaysia. Managers were looking for more high-value recruits than they could find using traditional methods. And they knew where they needed to connect with Gen Next candidates. So they peppered me with questions on how to use social media to connect with their target audience!

Isn't it amazing how quickly this desire to connect online has swept the world? If you listen carefully, you'll hear stories every day about how social media and other technologies are enabling people to connect and engage. Organizers using cell phones and social media nurtured the Arab Spring and Occupy Wall Street movements with astounding results. After Japan's 2011 earthquake and tsunami, family and friends were quickly reassured, reunited, or saddened by what they learned with the help of Google Person Finder.

### Learn From Sales

Recruiting is a sales process, and we all can learn from companies who have successfully incorporated technology and social media to sell to Gen Next consumers.

## Online Recruiting How-Tos

Looking for best practices on attracting, selecting, and ultimately appointing today's top sales talent?

LIMRA's new *Recruiting Goes Social* program is an online class that will help you harness the power of LinkedIn and other technologies for recruiting. You'll learn practical techniques for connecting with today's talent pool.

The registration fee is just \$199 per person, with group discounts available. Learn more about our upcoming classes:

- [February](#)
- [May](#)

## Meet With Our Assessment and Development Experts at LAMP

Plan to visit our booth at [LAMP 2012](#) to meet with LIMRA's **Kathy Reid, Rick Funke, and Delores Freitag**. They'll be there to answer your questions and update you on the most effective ways to find and develop the best sales talent.



Harry Hoopis



Delores Freitag

We also encourage you to attend the session *Bridging the Trust Gap — A Breakthrough Approach To Sales Effectiveness* (Monday, 3/19,

The success of social media as a sales tool is based largely on its ability to quickly inform and attract buyers. So how are consumer goods companies using social media to make sales? Companies of all sizes are using Facebook, Twitter, and YouTube to tell people about their offerings. “Face to face” sales calls are being conducted with Skype. Sales reps are getting referrals through LinkedIn. In short, companies are winning sales using high-tech, high-touch tools.

### **Fish Where The Fish Are**

Professional networking sites can play an important role in your recruit process because people use these sites to present their professional credentials and establish career-related contacts. Every country has its own twist on where to connect with the connected. Depending on where you’re based, it may be LinkedIn, Xing, Viadeo, Ushi, or some other site.

Regardless, these sites give you the power to build a network of potential recruits and establish or nurture one-on-one relationships. You can use them to find recruits, request and receive referrals, and request and receive testimonials.

### **Reputation, Reputation, Reputation**

While social media is great for finding Gen Next recruits, it also gives consumers unprecedented power over your reputation. Consumers are using Twitter, Facebook, YouTube, Yelp, and other online platforms to broadcast their opinions about the companies and people they buy from. Simply put, the reputation equation has changed. It’s not how great you say you are; it’s how great others say you are. And people who have negative opinions are more likely to voice their opinions.

The good news is that you can protect your reputation in the eyes of recruits (and buyers). You can counteract the tendency toward negative comments and position your agency by:

- Asking all clients to provide online reviews about their experiences with your agency and advisors
- Encouraging your representatives to blog or post about your training and support programs and their experiences serving clients
- Posting useful information about your operations and the financial services sales career

This approach helps you share a realistic picture of your operation and increases the visibility of your agency to Gen Next recruits and consumers.

at 2:50 p.m.). At the session, Delores and industry icon Harry Hoopis will share insights on how today’s consumers want to be served — and turn traditional sales training upside down.

For more information about LAMP 2012, visit the [conference Web page](#).

## **Now Is The Time To Use Social Media**

In my opinion, our industry must embrace social media NOW to capture the lion's share of Gen Next sales talent — or it's game over.

Social media is today's tool for attracting and landing young high-value recruits. If you're not already harnessing the power of social media, I urge you to get your organization up to speed as quickly as possible so you can connect with the best sales talent.

**Rick Funke is Director of Client Accounts and Services for LIMRA's and LOMA's Assessment and Development Solutions practice. He helps financial services organizations around the world improve their programs for attracting, selecting, developing, and retaining top sales and sales leader talent. He is currently working with more than 70 organizations in North America, the Caribbean, Latin American, and Asia. Contact Rick at 860-298-3975 or [rfunke@limra.com](mailto:rfunke@limra.com).**

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