

LIMRA Talent Solutions International

Selling the Opportunity

A Fast Track to Management™ Course

The Fast Track to Management Certification is designed to help participants make the transition from sales agent to pre-manager or management.

Sales recruiters, pre- and new sales managers will:

- Benefit from the field-tested insights and practices of industry leaders.
- Master key techniques for finding, attracting, and developing new sales agents.
- Develop skills and insights needed for increased responsibility as they and their agents step up to greater accountability.

The program includes two mandatory courses and a series of elective courses.

***Selling the Opportunity* is a Fast Track to Management Certification compulsory course.**

Selling the Opportunity teaches foundational recruiting skills to sales agents who are transitioning into a management role.

The participants learn how to build a candidate pipeline, position or “sell” the career opportunity, and make favorable introductions to the organization.

Participants who complete this course are able to:

- Build a dynamic candidate pipeline by tapping into their closest sources: personal contacts, agent referrals, and social networks.
- Master the five best networking practices.
- Understand what matters to today’s potential candidates and how that motivation aligns to your approach.
- Develop and use a positioning script that motivates potential candidates to learn more about the career opportunity.
- Manage candidate objections and gain commitment to move forward with the hiring process.
- Apply follow-up strategies that generate good will and reinforce the career opportunity based on candidates’ career preferences.

Target Audience:

- An ideal pre-manager induction training program
- Pre- and new managers who want to sharpen their recruitment skills
- Pre- and new managers who want to recruit more agents and grow their business

Delivery Option:

- Facilitator-led classroom training — four hours facilitation and skills-use activities led by a LIMRA Certified Facilitator or LIMRA Certified Company Facilitator

With drive-to-success motivators and strategic and tactical best practices, this program will position your sales agents to hit the ground running to recruit more agents and grow business.

For more information visit www.limra.com/fasttrack or contact TalentSolutionsInternational@limra.com

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A Fast Track Management Course

Fast Track
to Management
Recruit More and Grow Business >>>

CURRICULUM OVERVIEW

Welcome and Introduction

At the end of this session, learners will be able to understand the purpose of this course, know what they need to do in order to complete the various components of the course, describe the course objectives, and understand what they will know or do differently as an outcome of the course.

Sourcing Candidates

At the end of this session, learners will be able to define the recruiting process and describe where they can add value by identifying more potential recruits, create a sourcing strategy detailing no fewer than three sources to implement, and develop a recruiting pipeline that details at least 20 contacts to approach about the career opportunity.

Presenting the Opportunity

At the end of this session, learners will be able to identify the most effective language for motivating the potential candidate to learn more about the career opportunity using the approach framework and handling objections 100 percent of the time in the practice scenarios. Learners will develop their personal

Positioning Script using a scripting worksheet that incorporates all three points of the positioning framework and translate the company story into relevant features and advantages to motivate and engage the candidates of today.

Making Introductions — Your Role

At the end of this session, learners will be able to identify and describe their companies recruiting and selection process by completing the recruiting and selection process worksheet. They will also be able to accurately present a career *Assessment Tool* to the candidates, while describing the benefits of taking the next steps in the selection process. Finally, they will be able to create a follow-up action calendar for their recruiting candidates based on identified strategies.

Course Wrap-Up and Knowledge Assessment

At the end of this session, learners will be able to apply the concepts from this course on the job to impact both quantitative and qualitative results of recruiting candidates.

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