

LIMRA Talent Solutions International

Selling the Opportunity

A Fast Track to Management Course

CURRICULUM OVERVIEW

This 4-hour course teaches foundational recruiting skills to sales agents who are transitioning into a management role. Sales agents will learn how to build a candidate pipeline, position or "sell" the career opportunity and make favorable introductions to the organization.

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.