



2024
DISTRIBUTION
CONFERENCE

**Winning
Together**

**From Within:
Identifying Potential
Internal Candidates
for Wholesaling**





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Welcome



Intro – Kristin Dorm Video



Non-Traditional Talent Development

Agenda:

- The Talent Development Challenge
 - Workforce Shifts
 - Stability of Early Career Talent
 - Hiring Headwinds
- Wholesaling Value Proposition within your organization.
- Provide a Clear Development Career Path.
- Long-term Value Proposition of the Wholesaling Role.
- Organizations Are Getting Creative, but What Works?
 - Assurity Life Sales Internship Example
- Group Discussion & Q&A



Workforce Shifts Will Apply More Pressure

In the next 15 years

50% of the current insurance workforce will retire. That's nearly **400,000 employees**¹

While **less than 25%** of the industry is under the age of 35²

Talent Crisis Remains a Challenge

Insurance Industry

Q&A: Insurers Group Warns Of 'Retirement Cliff' In U.S. Workforce

WGLT

Tomorrow's Talent Challenge

Marguerite Tortorello

¹U.S. Bureau of Labor Statistics.

²<https://www.uschamber.com/workforce/education/the-america-works-report-industry-perspectives>



Navigate With Confidence



Early Career Talent Isn't as Stable

60% of young workers are at risk



36% of entry-level and early-career employees are actively looking for a new position

another **24%** are open to a new opportunity

The Industry Has Hiring Headwinds

78% of Millennials are unfamiliar with the industry³

Less than 4% Millennials would consider working in insurance³

Yet, they are forecasted to make up **75%** of the global workforce by 2025³

78% of women and **68%** of men say insurance is too boring⁶

51% say insurance agents only care about making money⁴

39% say there are a lack of career options⁴

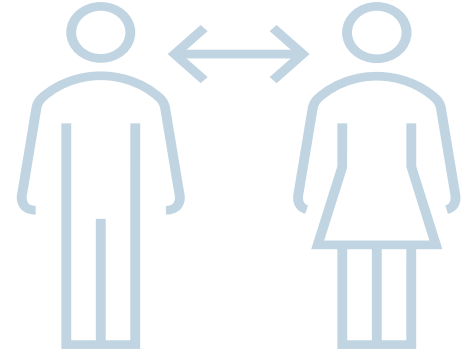
30% say my educational plans don't apply to the industry⁵

³ <https://www.insurancebusinessmag.com/ca/news/breaking-news/report-reveals-truth-about-how-many-millennials-want-to-work-in-insurance-227021.aspx>

⁴ <https://www.forbes.com/sites/larissafaw/2015/11/30/millennials-just-dont-want-to-be-insurance-agents/?sh=78e294a91838>

⁵ <https://www.theinstitutes.org/doc/Millennial-Generation-Survey-Report.pdf>

Wholesaling Value Proposition



- Know your target audience
- Speak their language
- Connect the dots between career opportunities
- Include language about skills versus experience
- Share success stories

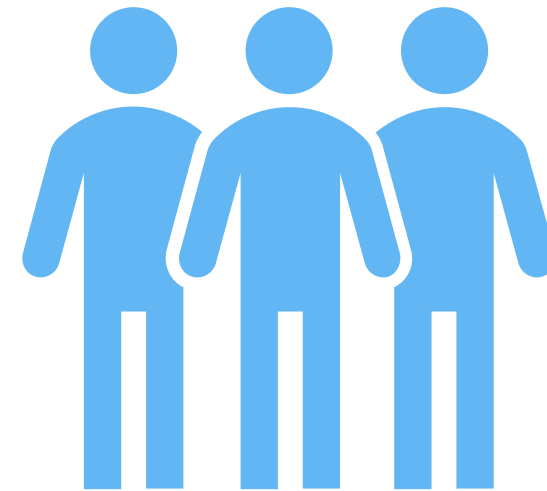
**Is it
compelling?**



Provide a Clear Development Career Path

You may need to think outside the box to identify top candidates

- Internal sales desk
- External producers/Field
- Recruiting Team
- Case Management
- Internal job share
- Former agents
- Who else?



Long-term Value Proposition of the Wholesaling Role

Focus on the future

- What is the long-term value proposition of the role?
- Share a clear career path beyond the role
- Make development part of the daily occurrence?



Organizations are Getting Creative, but What Works?



Top New/Renewed Strategies

- Expanding geographic reach
- Hiring new recruiters
- Increasing effort to recruit diverse candidates
- Increasing social media presence



Some Are Piloting

- Expanding talent pool beyond the industry
- Involving employees in recruiting
- Improving application/selection process
- Improving/adding sign-on bonuses
- Improving/adding referral bonuses



A Few Are Exploring

- Improving onboarding process
- Reducing candidate requirements





Sales Internship Example



Sales Internship Program Example

- A sales internship with Assurity immerses college students in the fast-paced field of sales, recruiting and territory management. Sales Interns have the opportunity to work with talented leaders in their field and add their own contributions.
- We look for driven college students who want to work with a company that's a leader in industry growth and technology.



Sales Internship Program Example – Why Assurity?

- Competitive salary
- Valuable experience and connections
- Travel opportunities
- In-person internship with hybrid options during the school year
- Opportunities to work on new and company-wide projects
- Sales interns do not sell insurance, they help provide tools and knowledge to Assurity brokers to reach clients.



Sales Internship Program Example

"Assurity's internship program connected me with experienced professionals who care about my development as a teammate and as a person. You get to take part in meaningful projects and insightful conversations that prepare you for what is to come in your future."

Joe, Regional Sales Associate



Center for Sales Excellence

- Mission
- Vision
- Strategic Goals
 - Education
 - Business Partnerships
 - Research
- History of Program
- Admissions & Graduations



UNIVERSITY of NEBRASKA
LINCOLN



Group Discussion



Assurity®

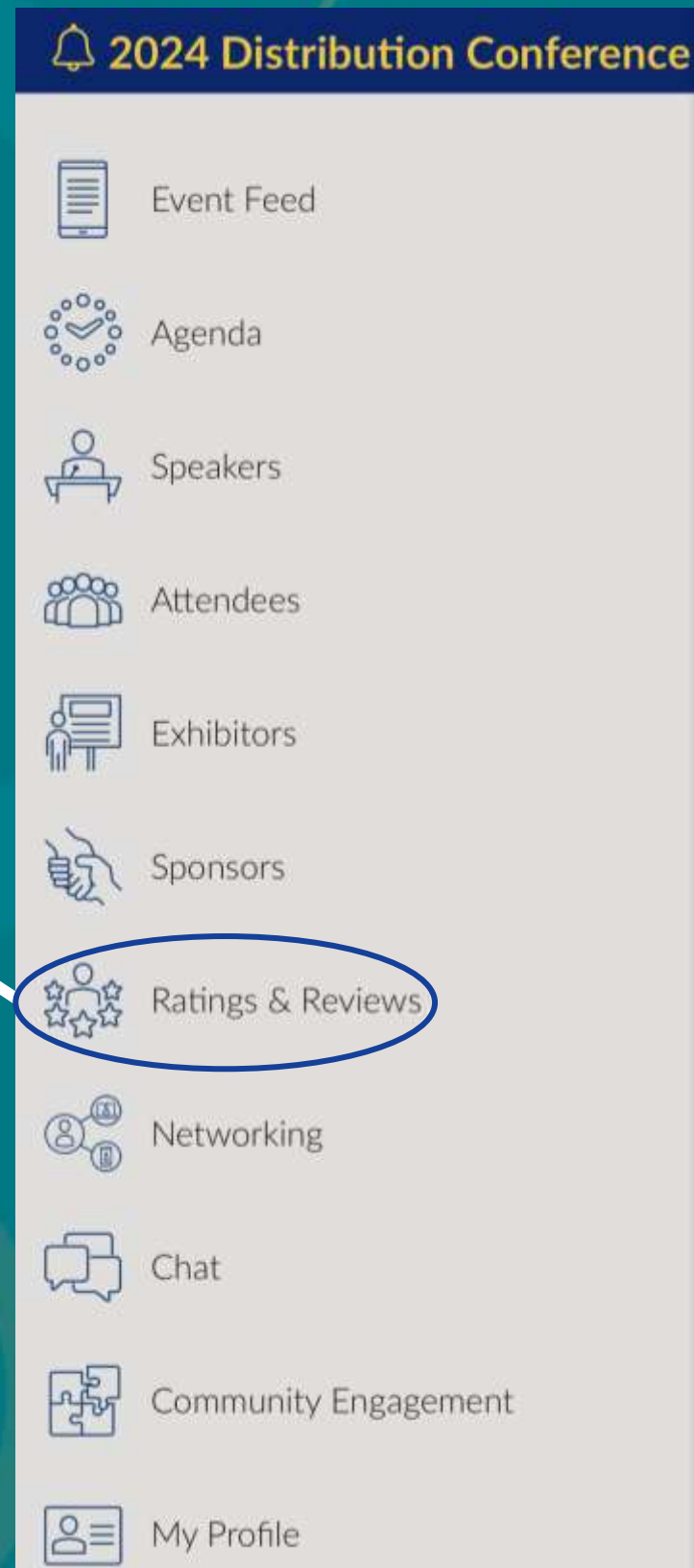
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Questions?

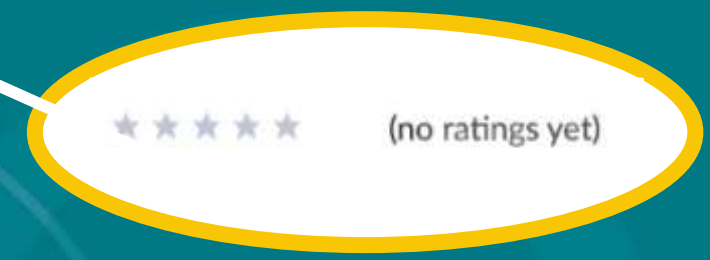
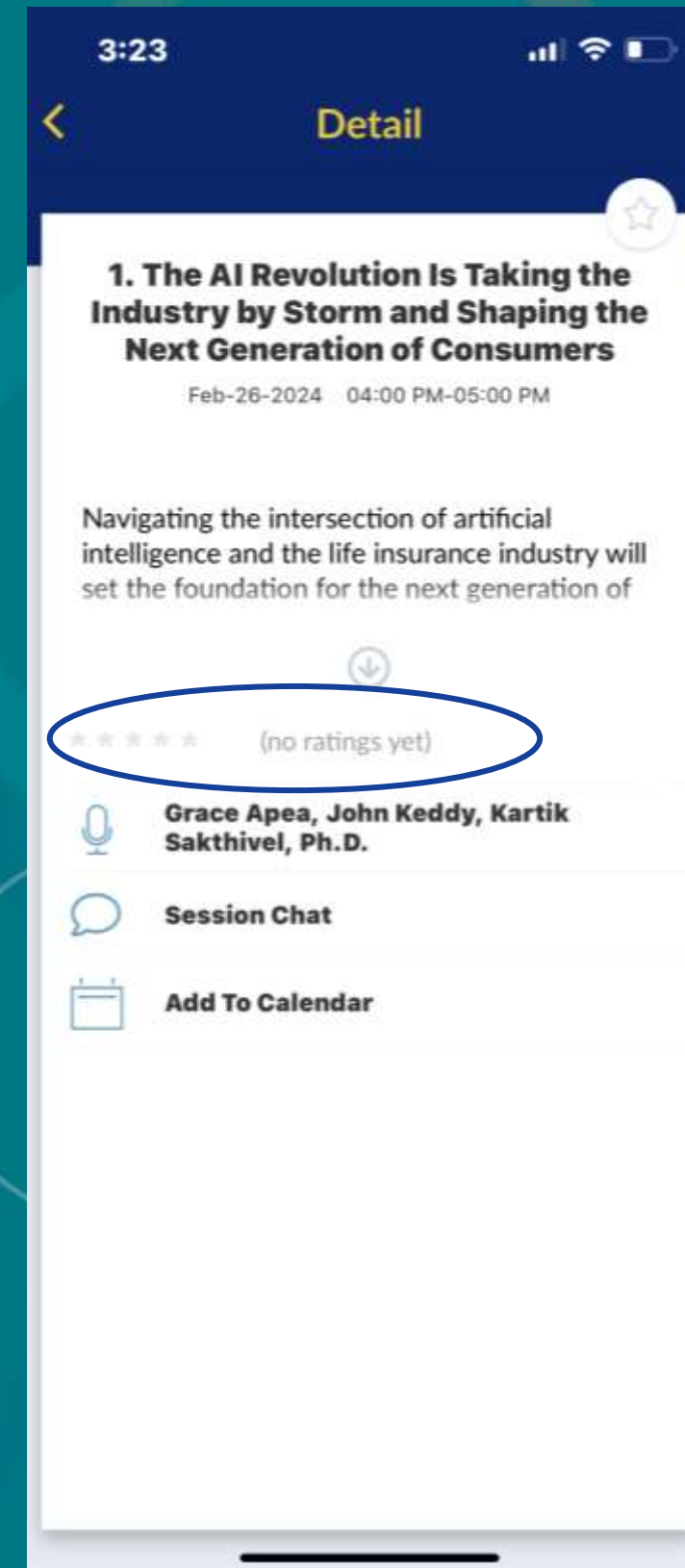


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OPTION 1



OPTION 2



Thank You



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