

Selling the Opportunity

A Fast Track to Management™ Course

Selling the Opportunity teaches foundational recruiting skills to sales agents who are transitioning into a management role. In less than four hours, they 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 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.

Delivery Options: You choose how your agents and pre-unit managers are trained.

Online eLearning*

- **Ideal for widely-dispersed participants**
- Self-guided
- Length: Approximately 3 hours, including skill-use activities
- An avatar tutor guides participants through the course
- Demonstrations of skills for development
- Downloadable resources and tools
- Simulation exercise to test competence

In A Classroom

- Led by a LIMRA Certified Instructor or certified company instructor
- Length: 4½ hours, including skill-use activities
- Materials supplied by LIMRA include:
 - Facilitators Guide — Turnkey guide makes it easy for any certified instructor to lead the course
 - Student Guide — Includes management-tested resources, tools, and concepts

Localization: Course content is driven by your company’s global/regional/in-country

- Recruiting and selection process
- Career opportunity assessment tool

Learn More

Online: www.limra.com/fasttrack

Email: thecentre@limra.com

Phone: Call your LIMRA representative



*Global Management Academy courses are currently optimized for desktop/laptop computers and require a Flash-compatible browser, such as Microsoft Internet Explorer, Mozilla Firefox, Google Chrome, or Apple Safari. To ensure that your company’s systems are compatible with LIMRA’s system requirements, please consult with your LIMRA Representative today.