

Gen Y Recruitment and Retention Skills Seminar



How to Source, Attract, and Retain a New Generation of Sales Talent

- **RECRUIT** young agents to supercharge your sale force
- **GROW** your company's sales capacity
- **SUSTAIN** the future growth of your company

SCHEDULE YOUR SESSION TODAY!
Contact your **LIMRA Representative**
or thecentre@limra.com





gen y seminar series

Gen Y Recruitment and Retention Skills Seminar

While many insurance companies have debuted innovative campaigns to recruit the next generation of sales talent to support their growth objectives, many struggle to attract and retain young agents at a time when many of their current agents are approaching retirement age.

So how can you attract Generation Y talent to your organization — and keep them?

LIMRA research has uncovered crucial information about today's young sales talent, and best practices for recruiting, developing, and retaining them. This LIMRA workshop will give participants the information they need to:

- Capture Gen Yers' attention and effectively position a career in insurance sales
- Easily enhance their business to make it more appealing and rewarding
- Share a fresh outlook that today's e-entrepreneurs are seeking
- Develop and retain Gen Yers for the long haul

Participants will leave this one-day seminar with a recruitment and retention action plan they can launch the very next day. The seminar is ideal for:

- Sales Managers
- Regional Officers
- Sales Executives
- Bank Branch Managers
- And others responsible for new agent recruitment, training, and retention

Seminar Outline

YOUR NEW REALITY

Enormous changes are sweeping our world. The ways that people interact, learn, shop, and buy are driving and responding to cultural shifts and technological innovations. Consumers today determine how they want to interact with companies and agents, and their changing behavior is having a major impact on the agency channel. This session helps participants:

- Recognize the "Forces of the Future"
- Understand the current state of the industry
- Differentiate social networks

FUTURE GROWTH

There is an impending talent crisis in the agency distribution channel. Many agents and sales managers are graying and retiring. Not enough new talent is coming on board. Together, these trends are leading to diminished sales capacity. This session helps participants understand:

- Why they *must* recruit Gen Y candidates to drive and sustain agency growth
- The 3 most important steps for transforming their agency
- How to create an action plan for implementing their change strategy

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SOURCING AND ATTRACTING GEN Yers

Today's potential sales professionals have grown up in a different world and have different career expectations. This session helps participants understand:

- How to develop a value proposition for the next generation of sales talent
- The 4 key elements of careers that Gen Y find appealing
- Key social media trends in your region — and how they can be leveraged to recruit new sales talent

DEVELOPING AND RETAINING GEN Yers

Managers who are devoted to recruiting and cultivating young talent are ensuring their agency's future. Learn the most important development and retention strategies for improving Gen Yers' productivity and getting them to stay for the long haul. This session helps participants understand:

- How to position and develop Gen Yers for greater productivity
- How to create an agency culture that retains Gen Yers
- Regular "touch points" that are critical to success

PUTTING IT ALL TOGETHER

Participants will learn how to immediately begin applying their new skills for sourcing, attracting, developing, and retaining Gen Yers!

It's Easy to Enroll

Complete the registration form on the next page, scan it, and email it to thecentre@limra.com.

Or contact your LIMRA representative.

PROFESSIONAL FEE — FOR UNLIMITED ATTENDEES!

LIMRA Member: US\$10,800

Nonmember: US\$13,800¹

¹Includes speaker's travelling fee.

Additional Gen Y Seminar Series Programs

LIMRA offers additional one-day workshops that provide participants with focused, in-depth training on essential skills for recruiting, developing, and retaining young talent. Topics include, but are not limited to:

- Social Recruiting Through LinkedIn and Facebook
- Networking 2.0
- Coaching Gen Yers
- Team-Based Business Models
- Creating A High-Touch Culture
- Social Selling

SEMINAR REGISTRATION FORM

Generation Y Seminar Series

Company _____

Last name/Family name _____ First name/Given name _____ MI _____

Title _____

Address _____

City _____ State/Province _____ Country _____ Postal Code _____

Phone () _____ Ext. _____ Email _____

Registration Fees* (in U.S. Dollars)

LIMRA Member — US \$10,800** \$ _____

Nonmember — US\$13,800** \$ _____

*LIMRA requires prepayment of registration fees.

**Includes speaker's travelling fee.

Your company will be responsible for securing a venue, coordinating logistics, duplicating materials, and paying local program costs including but not limited to refreshment breaks, interpretation services, and audio/visual rental.

Recruitment and Retention Skills Seminar Date and Location

City: _____

Date: _____

Month: _____

Year: _____

Email your completed form to:

Patty Nelson
pnelson@limra.com

Cancellation Policy

All cancellations must be received in writing. Cancellations received 15 days prior to the seminar will be refunded 50 percent. No refunds will be issued within 15 days of the seminar date.

In the event that a scheduled meeting or event is cancelled by LIMRA for any reason, LIMRA shall refund any registration fees that have been paid. Under no circumstances, however, shall LIMRA be liable to the registrant for any other expenses including, but not limited to, airfare and hotel expenses incurred by the registrant.

Method of Payment

Wire transfer. LIMRA will send you payment instructions.

Credit card (check one):

Mastercard Visa Discover AMEX Diners

Card number _____ Exp. date _____

CVV _____

(3- or 4-digit security code) located on the back of MC, VISA, Discover, Diners, and on the front of AMEX)

Signature _____



Credit card billing address if different from above:

Address _____

City, state, zip _____

