

Building an agency can create new revenue streams, diversify your business and make it possible for you to help others grow. But none of that can happen without successful agent recruiting. The following steps help you recruit the right way, right off the bat.

4 KEY STEPS TO SUCCESSFUL AGENT RECRUITING

1. Develop the Right Plan

- » Set Your Value Propositions – These may include Exclusive Product Access, Training, Marketing & Lead Programs and Office Space & Administrative Support.
- » Determine Your Geographical Footprint – Know where you want to recruit.
- » Understand Your Bandwidth – Avoid the temptation to bite off more than you can chew.
- » Build Daily Structure – Take a consistent and methodical approach.

2. Select the Right Agents

- » Define the “right agent” based on your strategy – Options include non-licensed, newly licensed, veteran, A-list and captive agents.
- » Find the “right agents” in the right places – These may include State Department of Insurance Lists, third-party list vendors, social media sites, referrals and job postings.

3. Use the Right Strategy

- » Telephonic Recruiting – Allows you to reach more agents, faster. Especially helpful in multi-state expansions.
- » Digital Recruiting – Good for reaching more agents at a lower cost. Makes it possible to reach prospects at the most opportune time.
- » Seminar Recruiting – Best for providing immediate training and education to prospects. Builds brand awareness for your agency.
- » Personal Visit Recruiting – Key in reaching out to larger agencies and successful, established agents.

4. Retain the Right People

- » Be More Than Just a Contract – Establish and continually nurture a trusted relationship.
- » Continue to Bring Value – Don’t give good agents reasons to look elsewhere.
- » Stay Connected to What’s Important – Focus on the stuff that matters most to agents.
- » Constantly Improve Your Value Proposition – Make it easy for agents to see the value you provide every day.