



Secrets to Implementing a 5 Star Recruiting System

Copyright ©2006—All rights reserved

Secrets to Implementing a 5 Star Recruiting System

Recruiting is the Life Blood of Any Organization

- Carriers spend on average **\$100,000++ on each new person** that is brought into the business... whether they succeed or not. Therefore, this is a major financial expenditure and a time commitment of agency resources. Isn't it time you improved your processes and got a better outcome than ever before?
- We want to assist you to implement a **21st Century Recruiting System** that supports your business objectives.

The curriculum we have defined will help you to develop a **World Class Recruiting System**. We have identified the **Best Practices** being used in the industry today. This has been **tested with more than 250 managers**.

- Most people that we have worked with do not have a system that is comprehensive, nor have they taken the time to determine what an ideal system might look like. However, they do have some good systems in place. This approach will preserve what you are doing today while taking it to a much higher level.
- Based on our work with more than 100 firms, we have tried to take the development work out for you. So the cost to you is a fraction of what you are spending now developing recruiting systems on your own.

The Benchmark University curriculum provides a set of modules that includes a **Process Overview** followed by defining the **Best Practices** that we have seen.

- Your team will perform a **Gap Analysis** which will quickly enable you to see where the holes may be in your current system as compared with the Best Practices.
- Next, we provide a process that will enable your team to determine the best way to **close the GAPS** and provide the most immediate payback.
- In addition, we share information that will **define the characteristics of the Top Sales Producers** across all industries. This will enable you to more clearly identify a consistent set of characteristics that you should be looking for if you want to improve the overall quality of the people you are bringing into your organization.

- We provide a **how to use a process** for your sales managers that will enable them to develop all of your producers to be more like Top Producers.

There's more—we will share an **Advanced Interviewing Methodology** that is spelled out step by step, so that you can improve the techniques you are using today. This process is used to **attract and evaluate “Super Stars”**—those people who will achieve production levels that are comparable or better than the best producers that you have today. You will be looking for a proven psychological profile that will apply—whether or not they are brand new to your industry or an experienced professional hire.

Lastly, we will identify what you need to do if you want to **Diversify your current producer base** from your current “white male” population. The best techniques and best markets to focus on are identified.

The information developed for these modules has been researched during the last 15 years and has been assimilated from many different industries. The research alone has been in excess of **several million dollars**. We have taken the discovery and development processes out of the equation and have provided **a comprehensive affordable system** that can be easily integrated with the successful practices you are currently using.

- Once fully implemented, you can be assured that you will have a **state of the art system in operation.**
- A very successful agency that we just worked with is ranked in the Top 10 of all agencies in their distribution channel. They realized that only two of the ten major categories in which they needed to have an effective recruiting system had been implemented successfully. They rated themselves below average in the other 8 categories.
- So the decision you need to make now is: Have your recruiting efforts been consistently producing the results you are seeking? And are you able to continue to attract high quality candidates that have the right psychological profile where you can confidently predict that they will reach Super Star status?
- **If the answers are no then you need to sign up for the Benchmark University Recruiting System today.**

Benchmark “Advocates for Optimized Business Development”