



 **Seifipour**
Agency

Recruiting Roadmap

Updated January 2020

HOW DO I FIND PEOPLE?

When you recruit, you will be working with two groups of people: warm market and cold market.

WARM MARKET

Finding people in your warm market is easy, because you already know them. Your warm market is anyone with whom you have an existing relationship. They can be friends or family, yes, but they can also be your favorite restaurant server, your child's sports coach, or the client you're meeting with tonight. Think outside the box, and don't assume everyone is happy doing what they're already doing.

Also in your warm market? Friends and family of all those mentioned above. It's important to remember that hiring is not always about who *you* know; it's about who *they* know.

COLD MARKET

If you have no previous connection - if picking up the phone and calling them would be considered a cold call - the person is in your cold market. There are lots of resources for cold market recruiting, both for inbound recruiting (where the prospect initiates contact with you) and outbound recruiting (where you initiate contact with the prospect). You are not limited to the following options, but they are included to help you get started. **NOTE: The "OUTBOUND" column is empty because these days, most sites that allow you to post ads also have a resume search function; some examples are included in the "BOTH" column below. However, resume search can often be purchased as a standalone product, if you wish.**



There is no "right" or "wrong" way to recruit; both ways work. Warm market tends to be faster because a certain level of trust already exists, but some of Symmetry's top people were once a 3¢ resume on CareerBuilder who got a phone call one day that changed their lives, and, by extension, all of ours. The Seifipour Agency began as 100% cold market. Eventually, everyone runs out of their personal warm market, and that's okay. When you hire someone from cold market, help them get into *their* warm market as quickly as possible - remember, you aren't just hiring an individual, you're also hiring the potential of everyone they know!

I FOUND SOMEONE. NOW WHAT?

It's time to present the opportunity!

WARM MARKET

No one wants to burn bridges or harass their friends and family. We think this is an amazing opportunity, but we recognize not everyone will feel the same way. Besides, it takes all kinds of people to make the world go 'round, and we *need* pilots and plumbers, cab drivers and chefs, newspaper editors, real estate agents, and roofers. That being said, here are some no-pressure ways you can present the opportunity to your warm market:

- **Send an email with links (below) to videos about our company.**
EXAMPLE: *Hi _____, I'm hoping you can do me a favor. The company I work with is hiring, and we need good people. Would you be willing to take a look at these videos and then let me know if you think of someone who might be interested?"*
- **Post something similar on Facebook, Instagram, and other social media.** Don't target your old high school friends individually; nobody likes that person!
EXAMPLE: *The company I work with is hiring, and we need good people. The hours are flexible and the pay is great. If someone you know is looking, have them check out this website.*
- **Get results.** There's an old saying: "I set myself on fire and people come to watch me burn." Nothing generates interest like success. If you're new and haven't had success yet, borrow someone else's story until you do!

If someone tells you "no" or ignores you, don't take it personally. Sometimes it's just a matter of timing, and you never know who might reach out to you down the road.

COLD MARKET

Cold market recruiting requires some filtering. This is easy when you're looking through resumes - don't call people who are obviously unqualified! - but when it comes to ad responses, you (or your assistant) want to do something like this:

- Call the candidate to check their interest and book an official interview time. Gather basic info like previous employment, education level, what made the candidate respond to the ad, etc. If the candidate seems like a decent fit, send them the video links to watch, and tell them if they're still interested after watching, they should email you back with three reasons they think they'd be a good fit. If you like their response(s), book the interview.

LINKS - send as many as you think appropriate for the situation

www.sfgdallas.com/careers (website with lots of great information)

www.sfgdallas.com/workwithsymmetry (official corporate overview video)

www.bit.ly/3a9MtPJ (Ben Seifipour's Symmetry testimonial video)

INTERVIEWING

To be an effective recruiter, the number one skill you must develop is the **ability to listen**. Your conversations should have very little to do with your personal experience in Symmetry and what Symmetry has done for you; instead, they should focus on how Symmetry can solve the problem your interviewee has. In order to find out what that pain point is, you need to become skilled at asking good questions. An effective way to do this is to utilize an **interview funnel**.

Funneling is a three-stage process:

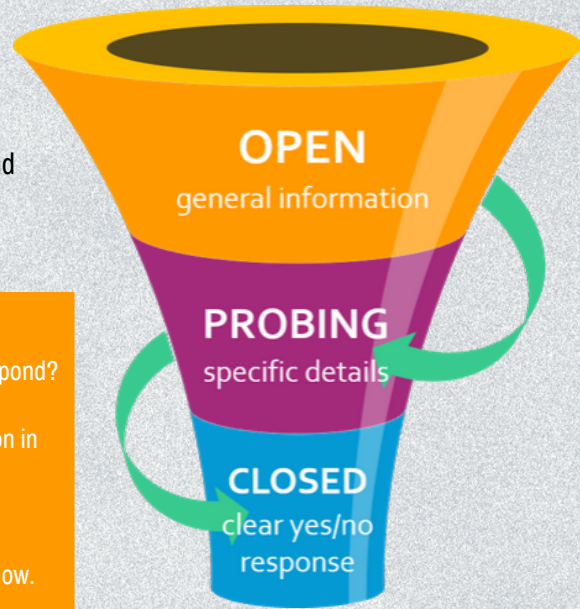
Open Questions

(open ended; require a response beyond yes/no)

Ask an open question. These can start with the 5 Ws and the H (What, Why, When, Who, Where, How) or utilize T.E.D. (Tell, Explain, Describe).

EXAMPLES:

- What did you see in the videos that made you want to respond?
- Why are you looking for something different?
- Explain what would need to change at your current position in order for you to be happy.
- How are you currently working on developing yourself?
- Where would you like to see yourself in a year?
- Describe what you want your life to look like a year from now.



Probing Questions

(deeper questions that result in more detail)

Probe to get nuggets of detail from the interviewee and funnel their responses into useful information.

EXAMPLE:

Tell me more about [something the interviewee told you that relates to their pain point – the reason they're looking for something different].

Closing Questions

(typically elicit yes/no answers)

Close by summarizing what you understand from the interviewee's responses and confirming with them that you have it right. This allows the interviewee to add further detail if necessary, and checks the interviewer's listening skills.

EXAMPLES:

- What I'm hearing is, [summary of what they've told you]. Is that right?
- Just to make sure I'm understanding correctly, [summary]. Is that correct?
- To summarize, [summary]. Am I hearing that correctly?

WHAT DO I DO IF SOMEONE WANTS TO MOVE FORWARD?

If you and the candidate have agreed you'd both like to move forward, your next step will depend on how far along you are in your own leadership journey.

BELOW KEY LEADER: Visit www.calendly.com/sfgdallas to book a 3-way interview between you, your candidate, and Ben. After the interview, your job is done!

KEY LEADER + ABOVE: Visit www.seifipouragency.com/contracting and fill out the form. Once the office receives that information, the agent will be invited to fill out the Symmetry contract online. At this point, your job is done, but this is what they can expect:

ALREADY LICENSED

Upon submission of a completed contract, licensed agents will receive access to the Symmetry website, *Opt!* login credentials, and a training email from The Seifipour Agency. They can buy leads and hit the field as soon as they've finished training!

UNLICENSED

Upon submission of a completed contract, unlicensed agents must enroll in a pre-licensing education course and register for their exam and fingerprints. **Unlicensed agents have 90 days to pass the exam AND obtain their license. If they do not complete the process within 90 days, their contract will be deleted and they will have to fill it out again.**

Once the agent passes their exam, they should login to their contract and upload proof of a passing exam score. This will grant them access to the Symmetry website and a training email from The Seifipour Agency. They should work to complete training while they are waiting for their license to be issued by the state.

The agent will login to their contract one more time to upload their license once it is issued. At this point, they are eligible to go out into the field and begin selling!

HOW DO I TRAIN MY AGENT?

Good news: You don't. Training is not your responsibility, especially when you are new yourself! For now, this is what is expected of you when it comes to your new agent(s):

1. **Introduce them to your Agency Owner** if you haven't already. This is the **most** important thing you can do.
2. **Tell them to be on ALL conference calls.** Text them the number and ask for their takeaway(s) afterward.
3. **Encourage them to attend ALL events.** Talk to them about Conference. Tell them how it has helped you.

As you grow in your leadership skills and begin to take on more responsibility, your Agency Owner will work closely with you and delegate some onboarding tasks to you. Check out the Agency Onboarding Checklists in the Building Resources section of our website for a preview of what's to come!

IS THIS A PYRAMID SCHEME?

Multilevel marketing (also called *direct sales*) is "a business structure or practice in which an individual seller [distributor] earns commissions both from direct sales and from the sales of the seller's recruits, of those recruited by the seller's recruits, and so on."* Multilevel marketing organizations (MLMs) are not inherently bad; however, in the United States, many are being challenged in the court system as alleged pyramid schemes.

While the insurance industry does mimic an MLM in the way agents are paid commissions both directly (on their own sales) and through overrides (on what their downline agents sell), there are important distinctions. Though certainly not an exhaustive list, some of these differences are outlined here.

Multilevel Marketing Organization (MLM)

Distributors are customers.

Distributors must purchase products from the company to sell to others, and typically maintain an inventory. There may or may not be a market demand for the product (e.g., leggings, jewelry, essential oils, wellness supplements, etc.), but the company makes money from distributor purchases, regardless of whether the products end up in customer hands or not.

Distributors join via purchase of a "start-up kit" of product.

Uplines are paid when new recruits join.

Since distributors are the company's customers, there is a heavy emphasis on recruiting. Uplines make money whether the distributor goes on to sell product or not, so there is little incentive to help new recruits be successful. As long as a recruit is purchasing inventory, the upline makes money – even if the recruit is losing it.

If recruiting stops, so does income.

The people at the top make the most money from a sale.

Symmetry Financial Group

Clients are customers.

Agents cannot buy life insurance policies to sell to others and do not keep inventory on hand. There is a legitimate demand for life insurance, because 100% of people die.

Agents join via filling out paperwork at no cost.

An unlicensed agent will incur the cost of obtaining an insurance license; however, this is the law. The insurance industry is highly regulated at multiple governmental levels, with ongoing certification requirements and legal and ethical compliance standards, and an agent MUST be licensed to sell insurance products.

There are no commissions or bonuses paid on new agent sign-ups.

Commissions are paid when new agents sell insurance policies, so the upline has a stake in a new agent's success. Uplines have a vested interest in helping new agents see results.

If recruiting stops, agents can personally sell to generate an income.

And if an agent never wants to recruit, they don't have to.

The agent who sells the policy is paid the most.

There are a few insurance products that do not pay the agent well, and the upline may make a larger commission on these products. However, this is rare, and it is not something we encourage unless it is the very best product for the client.

*<https://www.merriam-webster.com/dictionary/multi-level%20marketing>