



AGENTS
GROWTH
ACADEMY

The Agency Guide To Filling Your Talent Pipeline



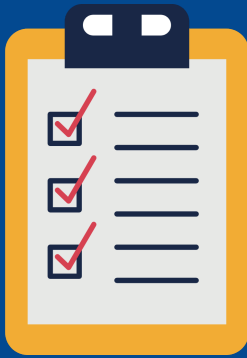
INTRODUCTION

In today's job market, agencies are struggling to attract highly qualified talent to fill key positions. To make matters worse, many agencies only turn their attention to recruiting when they lose an employee. This reactionary method can be disastrous in the long term as agencies hire "who's available" rather than the best fit for their team.

There's a better way!

Use this guide to fill your agency's talent pipeline on an ongoing basis so you always have a pool of highly qualified candidates.

1. List ALL Of Your Agency's Positions Online



THE PROBLEM:

Most agencies only list their top 2 or 3 positions like Producers and Account Managers online. This limits the pool of applicants who might be a good fit for those positions, but who think they might not have enough skills or experience.

THE SOLUTION:

List ALL of your agency's positions to cast a wider net and attract more applicants.

If you don't have job listings for every position in your agency, use an existing job listing as a template. Just copy and paste the responsibilities and skills required for each role and create a library of job listings.

Then list these for free on your **website** and **Indeed**.

Here are some common positions you may want to consider...

- Commercial or Personal Lines Producer
- Commercial or Personal Lines Account Manager
- Commercial Inside Sales Agent
- Assistant Account Manager
- Marketing Manager
- Agency Bill Renewal Associate
- Certificate Processor
- Policy Processor

Create An Evergreen Candidate Flow Through Indeed

THE PROBLEM:

Most agencies start and stop their recruiting efforts based on their in-the-moment needs. While it makes sense to only spend money on recruiting when you have an open position, your agency could be spending far more than it needs using this method.

THE SOLUTION:

Create an “Evergreen” recruiting model where you spend a smaller, more comfortable amount on an ongoing basis, instead of throwing loads of money at “problems” as they arise.

Here’s how...

1. Choose the two most important positions you typically need to fill. (Ex: Producer, Account Manager, etc.)
2. After posting those positions on Indeed, sponsor (advertise) them through Indeed.
3. To determine the appropriate amount to spend on sponsoring your positions, first find the average amount you pay to recruiters to help you place candidates. (If you haven’t used a recruiter recently, you can use a range from \$7,500 - \$12,000.)
4. Next, divide that number by 12 months. Then divide that number by 2.
5. Now, sponsor each job by that last number.

Example

You paid \$10,000 to a recruiter for your most recent hire.

$$\$10,000 \div 12 \text{ months} = \$833.33$$

$$\$833.33 \div 2 \text{ positions} = \$416.67$$

You can comfortably spend \$416.67 per month on each sponsored job listing, and you’ll pay no more than you did for just one hire through a recruiter.



2. Provide An Employee Referral Incentive



THE PROBLEM:

Existing employees are often more connected than you might think. Remember, they most likely came to you from another agency. And oftentimes, they possess a work history that has allowed them to meet other highly qualified insurance professionals along the way.

But sadly, a lot of agencies don't think to leverage their employee's relationships and never ask them if they know anyone who might be a good fit for an open position.

THE SOLUTION:

Offer your employees an attractive incentive to refer any highly qualified insurance professionals they know.

Here's how...

1. Similar to how you calculated the amount to spend on sponsoring your Indeed job listings, start with an average of what you would pay a recruiter to find a highly qualified candidate.
2. Then choose an attractive amount that's a fraction of that cost and send an email to your employees to let them know you'll pay them a referral fee. (Ex: \$1,000 - \$2,000)
3. Setup a similar email to be automatically sent out to all employees on a regular basis (monthly, quarterly) reminding them of this opportunity. Now you never have to worry about reminding them again!

**Be sure to let employees know that the referral bonus will only be paid out once the new hire they recommend completes their first 90 days of employment.

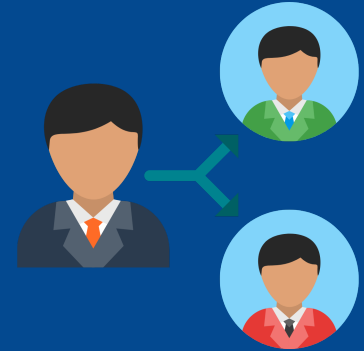
PRO TIP: To make it a Win-Win scenario, you could offer the same referral amount to both the existing employee AND the new hire as a signing bonus. Based on what you would pay a recruiter, you're still coming out way ahead on the expense side of things!

3. Leverage Your Carrier Relationships (The Right Way)

THE PROBLEM:

Most carrier representatives have a vast network of insurance agents. Because of their frequent interactions with agents, they're often the first to know when an agent has been let go or is unhappy where they're working.

While agents often reach out to carrier reps to ask if they “*Know anybody who’s looking?*,” they don’t provide the level of detail they need to send the right people your way. Instead, you might get one or two recommendations that don’t possess the skill set or experience you need. And after a while, you stop asking your carrier reps to help altogether. As my friend, Billy Wagner says, “*To be unclear is to be unkind.*”



THE SOLUTION:

Provide your carrier reps with the exact details of what you're looking for in your next hire.

Here's how...

1. Instead of blasting out an impersonal call for help in a BCC'ed email, try sending a personalized email to just 5 of your most valued relationships on the carrier side.
2. Include either a link to the job listing on your website or a link to your Indeed listing. This will ensure they have a list of the exact responsibilities your new hire will perform, along with the position's requirements and preferred skill set.
3. Be sure to let them know what kind of person would fit well in this position. (Ex: Someone who loves solving client problems over the phone and through email all day every day.)

4. Post A Call-To-Action On Social Media



THE PROBLEM:

Some agents worry that by sharing their job availability on social media, their competition might think something's wrong in the agency. The truth is that every agency is in the same boat. Your need for highly qualified employees is NOT unique!

But even when agents *do* share their job listings on social media, they're often lackluster and forgettable.

THE SOLUTION:

Stand out from the crowd by recording and sharing a quick video call-to-action for your open position.

Here's how...

1. First, type up a short outline for your video. Make sure you include:
 - a. Name of the position
 - b. Main responsibilities
 - c. Required skills and experience
 - d. Benefits they will receive
 - e. Call to action (Ex: *Apply using the link below.*)
2. Grab your smartphone and record.
 - a. It doesn't need to be Hollywood quality
 - b. Be genuine and let your personality shine through
 - c. Keep it upbeat
3. Post your video on social media sites, along with a short description and a link for candidates to apply. Some great places to do this would be:
 - a. LinkedIn
 - b. Facebook
 - c. Instagram
 - d. TickTock
4. Sponsor your post to gain more exposure to a wider audience. A small amount of money here can go a long way!