

(Silver) Group Coaching Program

- Two – 1 hour group coaching calls per month
- Tracking and accountability form
- Recruiting materials: Scripts, recruiting business plan, recruiting letters, marketing and ad samples...
- Weekly E-mail- Thoughts/Tips/Success for the week
- Recruiting web-site with hosting- includes CRM, lead capture and built in e-recruiting/ marketing campaigns

Pricing: \$299 per month (6 month contract)

Topic areas covered in the program:

- Recruiting business plan
- Targets, agent profile and standards
- Agent recruiting strategies
- Techniques, systems and lead generation opportunities
- Setting appointments- scripts/ dialogs, understanding recruiting truths and psychology
- Interview process- Recruiting presentation
- Value propositions, understanding the benefits using questions and scripts
- Handling recruiting objections
- Closing recruits
- Lead follow up process and system
- Communication- listening, understanding the personality styles
- Leveraging hires, agent and affiliate referrals, promoting success
- Group recruiting events, topics and process
- Recruiting marketing- E-recruiting, mailings, letters, drip campaign, recruiting web-site and blogging
- Tracking numbers, accountability, ratios, planning and predictability
- Agent transitions- Process, exit meeting
- Your office orientation, check lists, promoting and getting referrals
- Agent business plans and schedules
- Coaching agents, monitoring and accountability
- Call reluctance
- Schedule management
- Mind set- discipline and developing consistency
- Agent Retention

Rector Recruiting Services

1-800-925-0168

www.RectorRecruiting.com