

Value proposition template

Company:

Located:

How many agents do you want to recruit:

Recruitment plan

1. What type of agent are we looking for?

2. What are your key carriers?

3. What is your value proposition?

4. What is your market?

5. What is your differentiator?

Ad details- The marketing team will complete this section once the executive sales team has approved the recruitment plan

1. Indeed settings
 - a. Marketing team will fill this section

2. Send the ad to Todd, Vice President, and

Calendly

1. Days you will set apart to recruit

2. The times you will be available

3. Interview style
 - a. Recommended by NAIS: Call, 30 minutes
 - b. Answer:

4. The marketing team will send you an email to collect your data
 - a. More information to come!

Recruiting Steps

1. Todd Ulmen will help you with any contracting questions
2. Launch plan
 - a. *Marketing team will fill this area out*