Value proposition template

Company:

Located:

How many agents do you want to recruit:

What is your quarterly conversion goal for agent recruitment to production?

Recruitment Plan

1. What type of agent are you looking for?

2. What are your key carriers?

3. What value do you add to your agents?

4. What is your market?

5. What is your differentiator?

Scheduling Tool

1. Choose a scheduling platform to use
2. Set the days you will set apart to recruit
3. Set the times you will be available
4. Interview style (*Recommended by NAIS*)
    a. 30 minute call
5. Paste you scheduling link:

If any changes are made, including vacation time, temporary pauses in accepting meetings, or other scheduling updates, please notify Jhavier.

Next Steps

1. The executive Sales team will review your marketing plan
2. Once approved, the marketing team will create the job as based on the details provided
3. The job ad will be sent to Jhavier' for you to review
4. The final step will be to agree on a date to launch your recruiting campaign
5. Jhavier' will send you a weekly lead report