

# THINGS TO LOOK FOR BEFORE SCHEDULING 2ND INTERVIEW:

- Priorities – select top 3:** If they list Base Salary, make sure to address on this call (in case either is a deal breaker and they do not want to interview because of that)
  - Ask the 3 initial questions FIRST.
  - Then, “Hey \_\_\_\_\_, I want to be real upfront and honest with you. I see that you have base salary as one of your top priorities. Ultimately, this is a commission position. However, we have a guarantee program in place that helps when you are learning the products and presentation. On average, people make \$78,000 during their first year and after 3 years are over six figures. Now, that is average, like a C student. Do you tend to do above average in most things in life? Yes. Great! You will be here too. Is that a deal breaker for you?”
- Schedule limitations/Availability to travel:** usually there’s not much of an issue with this one, but if there is an extreme limitation in their schedule, or they cannot come up to SS, address that.
  - Ask the 3 initial questions FIRST.
  - “Hey \_\_\_\_\_. I see that you have some travel limitations. We want to set everyone up for success here and if you were to move on in the interview process and be hired, one of the ways to set people up for success is having them attend an in person Sales Academy in Bloomington, MN. Flights are reimbursed up to \$500 (if they live 7+hours away). If you had a two weeks notice, would you be able to attend?”
- Valid Driver’s License/Reliable transportation:** If they do not have a driver's license or a car, do not schedule an interview.
- Criminal History:** If there is ANYTHING in their background, say “The first step in the process, if this were to work out, is for you to get licensed. In order to sell any insurance products, you need to be licensed in your state. This industry is very strict, and they do a very extensive background check, and will catch anything and everything that is there. What will pop up in your background check...(get response)... WHAT ELSE WILL POP UP?” (People do not always disclose everything that will pop up, so you want to keep asking to get as much as possible on the front end)

## RULES OF THUMB:

-Any felonies, or ANY charge of battery or theft = not good (Do not schedule an interview with them – pull MD/RD/HD in).

-Misdemeanor for DUI or drugs = OK as long as they are off paper (You can schedule an interview for them, but let your interviewer know about this).

-Bankruptcy: OK as long as it is completely resolved and they are not still in the process of filing that (you can schedule an interview with them)

\*\*If they are on **probation** or **parole**, do not schedule an interview regardless of the charges.

- Afford Upfront Cost of Getting Licensed:** It is preferred that they have a little cushion before getting started. They’ll need to pay for the upfront cost of licensing, an iPad if they do not already have one, and their flight (if they are 7+hours away). All are reimbursed in some way/shape/form.

*If they say No:*

a. Ask the 3 initial questions FIRST.

b. “The first step in the process, if this were to work out, is for you to get licensed. In order to sell any insurance products, you need to be licensed in your state. There are 2 steps to getting your license: 1. Pre-licensing course, and 2. Passing an exam with the state. The entire cost for getting licensed is usually around \$250-300, depending on your state. We have everyone cover the upfront cost, to show your full

commitment to this career, but we will reimburse that cost to you once you are working with us. Is that something that you can afford?" (if they say no, do not schedule an interview with them)

c. If they waver or sound ify: "Do you have an iPad?"

d. If they do not, dealbreaker.

e. Check to see where they live - would they need to fly? Then ask if they'd be able to afford the upfront cost of the flight.

#### 6. **Applicant Scored a 7/10 or lower:**

a. Ask the initial three questions FIRST.

b. We want to see how tough their skin is and hopefully they will share a little more experience with us to help us feel confident in moving them forward. Ask these questions until you know whether or not you'll move them on.

c. Then, "During the first 6 months of your career you will be building your clientele and the majority of that will come from in person cold calling. How do you feel you would handle walking into a business without a pre-set appointment?"

d. "What do you feel is your slight edge? What sets you apart from the other candidates we have in the interview process?"

e. "Have you ever worked on commission before? Is that a deal breaker for you? How do you feel you would handle that?"

#### **What to say if their answers were sub-par, hesitant, or you're not sure if you should schedule an interview:**

- This is NOT a "when in doubt, schedule the interview" kind of thing. **It's the EXACT opposite.** This is when we get to be picky.
- Say "Great, thank you for being honest with me. I'll bring this to our Hiring Director/Regional Director/Market Director and if an interview makes sense, I'll contact you within 48 hours. Thank you."
- **Can't afford license:** "Hey \_\_\_\_\_. We would absolutely love to work with you and move forward in the process. Unfortunately, the first step after being hired is paying for the licensing course and exam. If your situation changes, please let us know and we can move forward at that point. Thank you."
- **Criminal History:** "Hey \_\_\_\_\_. We would love to work with you. Unfortunately, in order to sell insurance, you need to be licensed through the state. If you're unable to be licensed, you will not be able to sell insurance. If anything changes, please reach out. Thank you."

**Please reach out to your HD/RD/MD if you are unsure about an applicant BEFORE scheduling an interview. Tell them what you like about them and why you're hesitant. Let them make the decision on whether or not to interview them.**