

# Cold Market Recruiting Outline

## Tips + Tricks

- After you go through your warm market, you need to recruit from the cold market. From here, you can access new warm markets.
- Cold market recruiting is about innovation. People who are innovative, think on their toes, come up with new ideas to generate traction and ultimately perfect their craft will win at the highest level.
- Keep your email address professional (ex: [johninsures@gmail.com](mailto:johninsures@gmail.com)).
- Ensure your voicemail message is short and sweet. "Hi, you've reached John at the John Insures Agency, please leave me a message and I'll get back to you!"
- Consistency is key. If you stop advertising for one week, it will set you back three weeks.
- Cold market recruiting costs money. You need to run ads – Make room in your budget for advertising costs.
- Pick your market. Create ads that attract the type of candidates that you're looking for.
- Location. Recruiting locally can make candidates more comfortable or provide another area of common ground. You can also connect them with agents in their area, even by phone call.
- Look at uploaded resumes on Zip Recruiter. You can filter by location and industry to target your cold market audience.
- Use a consistent system. Check interest, have the recruit watch two or three videos, then move to the interview and packet.
- It's a process! It won't be fast. Expect 90 days of no results, but trust us, the results are coming.

## Creating Job Postings + Ads

- Keep it simple. Generate intrigue and interest.
- Write an ad that appeals to the job candidates you want to attract or **that you would respond to**.
- Use the [agent recruitment template](#) and follow the instructions for submitting your ad. Please send your finalized request to [marketing@sfglife.com](mailto:marketing@sfglife.com).
- Pay attention to the backgrounds of recruits that are interested. Using more unique or broad titles to mix up your inbound recruits' backgrounds is key.

## During the Call

- Find their "why."
- Lead the conversation so you can find out what they want from their career. "What are you looking for in your next career move?"
- Character traits to look for in a recruit: coachable, hungry, humble, grit, business owner mindset, positive attitude, history of success.
- Use this information to determine what details you highlight when telling them about Symmetry.

## Responding to Interest

- Opening: Indicate the call's purpose before you share the company name.
  - Ex: "Hi, my name is Jane and I'm calling about the ad you applied to on ZipRecruiter...I'm calling from Symmetry Financial Group."
  - Objection: "I'm not interested in sales."
  - "What drew you to our ad?"

## Responding to Resumé Candidates

- Start your call by indicating where you found their information and that you think this position would be a good match. Ex: "I came across your resume and thought you might be a good fit..."
- Review and reference the information about the position versus their resume in your call.

## Can't Reach/No Contact

- Email, Text, and Voicemail
  - **Email**  
Include a bit of information about the company and include a call to action by proposing a time to talk. (*Note: resume candidates tend to respond well to emails.*)
  - **Text**  
Keep it simple, focus on seeming natural and getting your contact information in their hands, provide a call to action by proposing a time to talk.
  - **Voicemail**  
Sound friendly and warm, give details to identify yourself and give a call to action by proposing a time to talk.

## Script

- Rapport, work/career, talk about SFG, take away, why people don't every write their first app: three reasons.
  1. Discipline to make the phone calls. Massive action/constant correction.
  2. People think that because it is easy to join in, the work is easy. Explain that it's not!
  3. Not coachable/teachable, they must follow the system of being on all calls and going to events

## The Interview Process + Follow-Up

- Create your own script and update with what works for you until you develop your own flow. Keep in mind that there is no real "right way" to do an interview. It's about developing yourself and your interviewing skills to hire the people you are looking for.
- After the interview, if you feel that the interviewee would be a good fit, create urgency:
  - "So, we have been interviewing for the last two weeks and we are finishing up interviews today/tomorrow and you are one of my last interviews. We plan on making some decisions by the end of the week. To be considered for the position, I'm going to send you some paperwork that I will need back by tomorrow afternoon. It takes about 20-30 minutes to finish. Is there any reason you don't think you can get that back to me by 5 p.m. tomorrow afternoon?"

- Once they return the paperwork, make a plan to move forward:
  - “We will get together and set up a game plan to get you licensed and up and running as soon as possible. Sound good?”
- Assignments: Set expectations of getting the contract back and getting them through the licensing process. Share the conference call schedule and emphasize the importance of going to conference. Promote conference events and share book recommendations for self-development.

## The Next Steps

- Determine their license status:
  - For unlicensed agents, the recruiting agent engages them in the licensing process.
  - Set up checkpoints along the way to promote engagement through the process.
  - New agents are guided through the onboarding portal to complete the process.
  - Licensed agents are sent a link through the onboarding portal guiding them to the sales training and full onboarding process.
- Set up the next phone call.
- **Always ask if they are interested in producing or building.** If they are business-minded, ask them: “Who are two people you would like to be in business with that we can contact?”
- Three-way calls are very effective for new agents to listen in on as the mentor conducts interviews. Take advantage of all teaching moments.
- Repeat the process!