



Career Profile+ Users Outgrowing and Outperforming Their Nonuser Competitors

We understand that many factors impact agent retention and production, but we'll let the facts speak for themselves: Agents hired in 2001 by companies using the Career Profile+ earned \$8,500 more first-year commissions during their first two calendar years on the job than agents at nonusing competitor companies (Table 1).

We uncovered that fact while reviewing data collected for LIMRA's 2002 Agent Production and Survival Survey. The data also confirmed that the Career Profile+ is no recruiting roadblock: Companies using the Career Profile+ needed to hire and train only 34 agents for every 100 agents already under contract and typically *grew* their sales force 2.6 percent (Table 2). Nonusers, on the other hand, suffered such high turnover that they were forced to hire and train 56 new agents for every 100 existing agents, yet still saw their typical sales force *shrink* 2.8 percent.

Table 1
Average First-Year Commissions Earned by Agents Through December 21, 2002 (Survivors and Terminators)

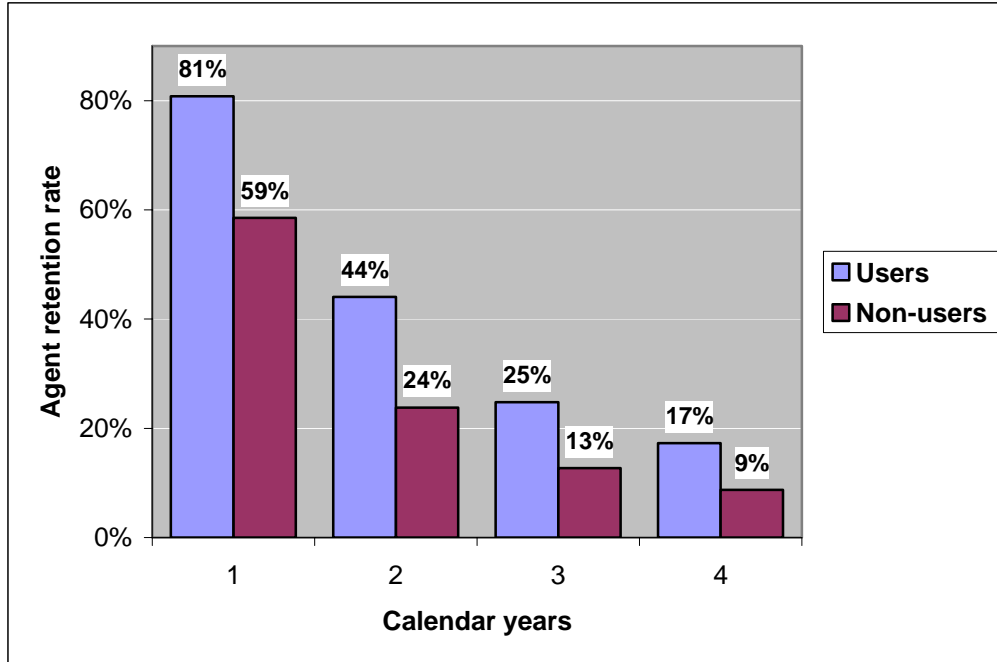
	Career Profile+ users	Nonusers	User Advantage
Agents hired in 2002	\$ 8,536	\$ 4,991	\$3,545 / +71%
Agents hired in 2001	\$ 21,137	\$ 12,638	\$8,499 / +67%

Table 2
Comparison of Career Profile+ Users and Nonusers

	New hires as a % of existing sales force	% change in sales force at a typical company
Career Profile+ users	34%	+2.6%
Nonusers	56%	-2.8%

Digging deeper into the retention data, Career Profile+ users retain 81 percent of their agents through their first calendar year, while nonusers retain just 59 percent (Figure 1). The pattern continues throughout the agents' first four years in the job: users retain 17 percent of their agents; their nonusing competitors hold on to just 9 percent — that's a ratio of nearly 2:1 in favor of Career Profile+ users. Just think of all the extra business these agents generate during those four years.

**Figure 1
Calendar-Year Retention of Agents***



*Calendar-year retention is calculated as the number of agents who are hired in a given year and remain in the job through one, two, three, or four years. In this table, one-year retention includes all agents hired in 2002 who survived through December 31, 2002. Because of this, the average one-calendar-year survivor has only six months of service.

Getting back to Table 1, agents hired by companies using the Career Profile+ earned 71 percent higher first-year commissions during their first calendar year in the job (\$8,536 vs. \$4,991) and 67 percent higher first-year commissions over their first two calendar years in the job (\$21,137 vs. \$12,638).

It's clear that the Career Profile+ helps managers hire and develop a high-quality, high-performing sales team. And it's clear that making the right hiring decisions has a long-lasting impact.

For more information or to purchase the Career Profile+, please contact Kathy Reid at 860-298-3902 or kreid@limra.com.