



## Do Agents Make the Best Recruiters?

Did you know that agents are perhaps the best source of career-changing recruits — even better than their managers? If you weren't already sold on having your agents prospect for new recruits, now's the time to get on board.

In an analysis of more than 90,000 career-changers who completed the Career Profile, agents proved to be a terrific source of premium recruits who survived that critical first year in the job (Table 1). In fact, they are nearly twice as effective as agency managers and GAs.

For example, Table 1 shows that agents at financial services agencies bring in 9 career-changers for testing to get a one-year survivor, compared with 18 that agency managers and GAs test to end up with a one-year survivor.

<b>Personal recruiting source</b>	<b>Financial services</b>	<b>Life and health</b>	<b>Multiline</b>
Agent /sales representative	9	14	14
Mutual acquaintance	10	17	25
Agency manager or GA	18	23	26
Office supervisor or asst. manager	23	29	19
Someone else with office	26	29	23
<b>Total personal</b>	<b>16</b>	<b>20</b>	<b>21</b>

The recruits that agents bring in the door are likely to have a good understanding of the job and some realistic expectations, resulting in lower turnover and higher production.

If you haven't already done so, we recommend that you develop and implement a recruiting program that taps into your agents' reach. Your program must encourage, monitor, and reward recruiting performance, paying agents for each successful recruit they bring on board.

Helping your agents understand why they should recruit and who they should recruit can provide your company with a stream of quality candidates who have a history of success.