RL VIRTUAL MARKETING

Top 3 Tips to Reduce Insurance Agent Turnover

AT A GLANCE

A sourcing system is a set of processes and tools that companies use to identify and recruit job candidates. It is essential to have a sourcing system in place in order to be effective with your time and support your sales team.

Bureau of Labor Statistics (BLS)

According to the Bureau of Labor Statistics (BLS), more than 90% of new insurance agents quit within a year, and up to 95% within five years in business!

90%
Do Not Renew Insurance License after the 1st Year.

30%
Quit After the 1st 90 Days.

RL VIRTUAL MARKETING

Insurance Marketing and Development

www.rlvirtualmarketing.com

Dallas/Fort Worth, Texas

RECRUIT THE RIGHT PEOPLE

Sourcing candidates looking for a new career or inactive licensed agents (or not successful) in the industry because they were recruited by the masses, put through the classes, then dropped on their…. (Well, you know what I mean.) It is a must to have a proven system that sources the highest and most qualified candidates to keep your calendar full.

SOLUTIONS

Quality candidates are the lifeblood of any company. By having a sourcing system in place, you can spend less time looking for candidates and more time meeting with them. In addition, a sourcing system can help you to save money by ensuring that you are only meeting with candidates who are a good fit for your company.

Recruiting Appointments

Insurance Leads

Coaching & Development

BENEFITS

1

Fill Your Calendar With Qualified/Quality Candidates

Investing in a sourcing system helps you identify quality candidates who are already interested in your company. An effective sourcing system is essential for putting qualified candidates on your calendar, saving you time and money.

2

Fill Your Pipeline with Qualified Leads

Having a sourcing system in place helps to ensure that you and your team are always getting high quality leads that will convert into customers.

3

30-40% New Agent Retention

The formula for success in insurance isn't all that complicated, it can be boiled down to 'Recruit, Train, Retain, Motivate & Sell.'
The agencies that have these 5 points dialed in, are going to succeed 95% of the time.