

Personal Credibility References

Why?

- We work in a highly regulated financial industry – the company does a background check, the state does a background check, FINRA does a background check
- We ride in a car alone with this person, we go into their house and houses of people they know, we could be in the office alone with them – personal safety issue
- They will go into other people's homes, train people they recruit and be alone with them, and they will have access to people's personal information and money
- We are a business of credibility, you are determining through the interview process if you want to go in the field with/spend time with this person. You are interviewing them, they are not interviewing you. If someone does not have a felony or misdemeanor involving theft or violence and is over the age of 18 they can start with Primerica, that doesn't mean they have to start with you or in our offices.
- Who really knows someone's character? Their friends and relatives. 10 gives you a broad spectrum to speak with, 3 or 4 is too limited, everyone has 3 or 4 people they could get to say anything, but not 10.

Process

When you get to the part of your interview where you are going to start the IBA say, "I am going to complete the application online. As part of your interview process, we will check your personal credibility references. We are looking for family members, friends and relatives who can vouch for your character. In addition we prefer references who are established: married, children, own a home, work a full-time job. You can take your phone out to help you." If they say all 10? Say, "yes, 10, this is the financial industry, it is highly regulated and you will be dealing with people's money."

Then you complete IBA while they are filling out the reference sheet. When you get to the payment page, stop and wait until they complete all 10 references.

When all 10 are complete, then ask for the payment info and complete the IBA. Then say, "the company will complete the background check, as long as there are no felonies or

misdemeanors involving theft or violence you will be approved on that end. In the meantime, I will be calling your references. I am going to be asking them how long they've known you, how they know you, if they consider you to be an honest and trustworthy person, are you someone they would trust with their money, and if they owned their own business would they hire you, and how they would rate your people skills on a scale of 1-10. I'll also be letting them know you will be learning how to give individual and group presentations and asking them if you have enough credibility with them that they would be willing to sit through a half hour training presentation on zoom to show them what you will be doing for families. That will help you be able then to possibly schedule training appts with the people who say yes. Hey, you know what I was just thinking, since I know your schedule and when you'd be available the next 2 weeks, I could even go ahead and just schedule it while I'm talking with them...what do you think about that?"

Tips

- Warm market friends you interview for teammates and recruits over the KT, get 10 references. The trainee knows the person, you don't.
- 10 references are required to submit an IBA
- Part timers get 10 references if they submit an IBA on their own, if they don't then the team leader/RVP meet with the recruit to get the references to submit the IBA.

Why – Business Building

- Helps get the new person off to a fast start, gets you in front of people so you can recruit 3 for the new person asap to help them start building a biz and stick around, and you've talked to and/or met 10 people you can follow back up with yourself if they decide not to move forward.
- You see if they have credibility and a good market to determine if you want to work with them.
- If they quit before the ink is dry you have 10 names and #s for all the time you spent getting to the point of doing an IBA with them. Out of 4 recruits, 1 will get licensed and stick around, 3 won't. 1-2 will quit within 1-2 weeks of IBA.