



## **TEAM INFINITE RECRUITING PLAYBOOK**

**STEP 1 RESUME COMES IN**

**STEP 2 BOOK FOR COMPANY OVERVIEW ON THE HUB**

**STEP 3 BOOK FOR FINAL OVERVIEW ON CALENDLY**

**STEP 4 THEY GET HIRED**

**STEP 5 THEY GET LICENSED TRAINED AND CODED**

### **IMPORTANT DATA:**

**4 HIRES = 1 CODE.**

**5 CODES A MONTH = 250K A YEAR IN POTENTIAL INCOME.**

**10 CODES A MONTH = 500K A YEAR IN POTENTIAL INCOME.**

**20 CODES A MONTH = 1 MILL A YEAR IN POTENTIAL INCOME.**



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### FIRST CONTACT SCRIPT

Hi, is \_\_\_\_ there? Hi, \_\_\_\_ this is \_\_\_\_, recruiting manager for AO GLOBE LIFE. The reason for the call is, I received your resume this morning, and I just wanted to see if you would potentially qualify for one of the positions at my firm. Before I go into details, please grab a sheet of paper and pen, just in case you want to jot down some notes.

So, before I tell you about the company and position, tell me, are you currently working full-time? What are some of your main responsibilities?

Why are you looking for a change?

Okay, great, well let me tell you a little bit about us, for the last 70 years, veterans and union members have used us as their benefit advisors to handle their members' major concerns with their permanent benefits.

Our members have great group benefits while they're working, but they lose them when they retire, get laid off, or leave their group. So that's where we come in. We sit down with the members that request to be seen, we explain their benefits, answer their questions, and handle any gaps that they may have. Does that make sense?

So \_\_\_\_ we are currently going through the largest expansion that we have ever seen. The growth has opened tremendous opportunity. With that being said, we have a dynamic culture that is very important to us. As you can imagine we are highly selective with who we bring on to the team. Tell me, what are some characteristics, skill sets or talents that you possess that you feel would set you apart from the other applicants coming in?

Great, how would you grade your general competitiveness on a scale of 1-10? (wait for response, respond appropriately)

Would you consider yourself a natural leader? (wait for response, respond appropriately)

Okay great, \_\_\_\_ I like some of the things that you mentioned, So I'd like for you to attend one of our company's online career briefings. This is the next step in our interview process. You will learn much more about the opportunity and growth. Let me place you on a brief hold so I can see what's available.

**(MUTE CELL PHONE CLICK ON AO INTERVIEW REGISTRATION LINK)**

I have great news; I have a few openings available today and later this week. Would today or later this week work better?

**If they say today:** Okay I have \_\_\_\_ or \_\_\_\_ avail which ones better?

**Later this week:** Okay I have something tomorrow at \_\_\_\_ or \_\_\_\_ time OR (day) at \_\_\_\_ or \_\_\_\_ which works?

Perfect, I'm going to get you registered now, stay on the line so we can confirm you receive your confirmation email and text. (register them on ao interview). To watch the overview simply click Join the AO company overview and once completed make sure you fill out the questionnaire at the end and shoot me text message and If all goes well, we will get you scheduled for the next step in the hiring process, sound good?

Good luck and I look forward to talking to you again!



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## FINAL BOOKING SCRIPT

Hey [Name], this is [Your Name] with Globe Life AO. Thanks for checking out our brief overview of the Remote Insurance Sales position! You mentioned you're interested in moving forward, so I wanted to reach out and help you schedule your final interview.

Quick question — do you already have your Life and Health license? If not, no worries! During the interview, we'll walk you through how to get started with the pre-licensing course through Xcel Solutions. It's a state requirement to have a license to work in this field. The course costs \$149, and most people finish it in about a week so they can take the state exam.

The Zoom interview will be with a few other candidates, and we'll go over training, pay structure, schedule, team culture, promotions, and the licensing process.

I have openings on [date/time] or [date/time] which one works better for you?

**(ONCE APPLICANT PICKS DATE/TIME BOOK THEM IN CALENDLY)**

Perfect! I have you scheduled for Date/Time EASTERN TIME. You should have just received an email with the zoom information. Please let me know if you did not receive it.

Please join a couple minutes early to make sure your audio is connected, and your camera is on. PLEASE NOTE: The interview is scheduled in EASTERN STANDARD TIME, if you are outside this time zone please adjust your timing. We look forward to meeting you!