**Transcribed from “1st Interviews – Brad Smith”**

Step 1: Get them to open up, talk about themselves.

***Q: Work experience now and in the past?*** Reference questionnaire.

**Transition – Set agenda**

I’ve seen some agents that are very successful and some that are not a very good fit.

I’ve been able to see pattern different types of people, what they are like/don’t like and I can tell usually ahead of time whether this will be a good fit.

Don’t want you to invest your time, going through training, getting a license, learning our system and 3 months later you realize this is not going to be a good fit for you.

Vise versa we spend a lot of time and money training you and realize it’s not good for us.

So, what I’m going to do is ask a series of questions that will me determine if this is going to be a good fit for both of us.

***Q: Tell me what you really liked about ‘current position’?***

I don’t want to put words in your mouth, but maybe you liked the people, or the pay, or your boss.

***Q: What are some of the things you don’t like about ‘current position’?***

***Q: What are you accustomed to making from an income standpoint a year?***

***Q: What you ideally like to be able to make in a career?***

Ok, let me make sure I understand ideally what you are looking for in a career. If you could find something that had (what they do like about past) but you could avoid having all the (what they don’t like about past) and you could have the potential of earning “X” amount of money in a year, that would be something that you are looking for?

**Transition to Corporate Video**

***Q: What did you like about the corporate overview video?***

***Q: Based on your experience, why do you think this would get you exactly what you are looking for?***

**Let me tell you a little experience about my story.** (Customize it to relate with them or share someone else’s story that relates better).

**Share Uplines Story:**

Let me give you an idea of who you may have an opportunity to qualify to work with.  The gentleman that I have the honor to work directly with, and in the end is responsible for helping me have the success I am able to have with Symmetry (Insert Jeremy’s story)

**Let me tell you who I’m looking for.** Some of the characteristics a really successful agent has here is that they are a good self-learner, ability to follow a sales process, self-motivated, someone who may want to develop and run their own business and of course, someone with a very positive attitude.

Like any business, some parts of the business that are a little bit frustrating and we want people that can push through and not buckle or fold as soon as there’s some obstacles in the way.

We’re going to make a commitment to you, and we want a commitment in return so let me just tell you some things that we are going to deal with.

We have some agents that come into Symmetry just because of the money, and don’t get me wrong, the money is great! But if that’s all you’re attracted to, that may not be a good fit here and I’ll explain why.

An agent may get 10-12 leads per week, there’s going to be a percentage of those don’t pick up the phone so you will need to call over and over and they may still not pick up. So my mentality when I’m calling these leads is that I’m sorting them, not selling them. I’m putting them into 2 piles, a yes pile or a no pile. And there’s always an unresolved pile that maybe you can’t get through to them or maybe they say they’re interested but give us a call back because we’ve got a lot of stuff going on right now.

So you have this stack of unresolved leads that week after week continue to stack up. And what a lot of agents do, a lot of average or below average or lazy agents, they are going to take that unresolved pile and add it to their no pile and say they weren’t interested and that’s not how I look at it.

**Tell story as it relates to above**

I’ll tell you a story, 6 months ago when I first started, I was calling my first set of bonus leads, not brand new leads. That’s what we start new agents out here with is bonus leads to learn all the scripts etc so that’s where I started . And there is a lot of money in bonus leads.

My first phone call was with a 6 month old lead and it had a gentleman’s name on the lead. So I’m nervous, I’ve got the lead in front of me and I had never done this before but I push send and a lady picks up a says “Hi is Jim available?” She said “Who’s calling?” Then I starting going through the script and said “Hi, this is Kate Wehr calling from the mortgage protection center” and I was rushing through the script, out of breath, panting and the lady interrupts me and said, “I’m sorry but he passed away about 3 months ago. We wanted to get coverage but no one called us.”

And it was at that point that I realized, these aren’t just leads, these are families who have reached out to us, they have asked for help, they want to get coverage, they want to get protection for their family.

The man had passed away from an unexpected heart attack, and he would have qualified prior for coverage and the wife would have owned her home right now. But instead, she said “I had to sell it and the house went into foreclosure.”

**The Importance of what we do**

What we do is important, what we do makes a difference for people, I don’t know what agent who got that form was, chances are, they tried to call the client but they were too busy to answer. So, what that agent did was give up on that family and that is not the agents we are looking for.

We are looking for agents who will get resolution, get a yes or no on every form. At times when you can’t get the client on the phone, take the lead with you and when you are in the area meeting clients, schedule yourself to stop by and knock on their door.

And a lot of people say, I don’t want to go knock on their doors but what you have to understand is that these are people who filled out a form and asked for you to contact them. This isn’t uncomfortable, when you go knock on their door, they are grateful that you took the time because it was what they said was important to them, that they get taken care of.

**Tell story as it relates to above**

 I received a call not too long ago from a client I door knocked after 2 months of having the lead. Her husband unexpectantly passed away which was heartbreaking, but she called to thank me for being so persistent in getting the protection put in place because now she doesn’t have to stress about losing her house and can focus on the grieving process and being with her family.

So that’s what we do, that’s the type of agents we are looking for, the ones that are focused on helping the families, and doing what is best.

It is very, very rewarding opportunity to be able to help these families.

Then, on the agency building side, my passion is working with agents and getting them out of the situation that I was in so it’s not only rewarding to help these families, but from an agents perspective, it’s making a huge impact on the agent’s lives.

**Share another person’s story.**

***Q: So do you feel like, based on what you’re looking for, do you feel like you’re the type of person that would do what’s right for the client, not focusing on money? Do you feel you’ve got that in you?*** (they will say yes)

***Q: Why do you feel like that?*** Let them sell you on them.

Well, I think you could be a really good fit here, I’m not sure but of the things we gauge on how much we pour into a new agent, we can tell a lot about how you are going to treat this business based on how quickly you move through the steps to become an agent.

If you drag your feet going through the licensing, going through excel, we can see as you go through the training modules, so if you drag your feet, take a month or two, you are probably going to do the same with this business and we are probably not going to spend a whole lot of time helping you if we don’t see you helping yourself.

So, what I want to make sure of, is if your serious in making a big change in your life, I want to pour into you, but I’ve got to see that you are willing to pour into yourself.

**Send them to the Conference Call on the home page of agenttraining.info**

So the next step of this process is probably one of the most important out of all of them. If you have a pen handy I want to give you a website to go to.  It’s agenttraining.info This website was specifically designed with the new person in mind, and once you have access to the entire site, you will be guided through our exclusive 10 step sales system which if followed, pretty much guarantees success.

When you go to the site, you will land on the home tab.  I want you to do 2 things on there,

**1**. Take a look through the leaderboards. You will see weekly numbers, monthly numbers, and even yearly numbers.  For just a quick reference, take about half of the number you see and that's right around what their income was for that week, or month just off what they wrote on personal business not counting their overrides on their agency.  Also, keep in mind that some of those agents have worked their way up to 100% contracts.

**2**.Underneath the leader boards is a recorded call titled “Is Symmetry right for you?”

In the audio, some of the top leaders in the company are going to explain to you a little bit more about who Symmetry is, but more importantly who THEY are, what our culture is like, and who we are looking for to be a part of our agency. We really look at like this as a marriage, and we want you to want to be married to us as much as we want to be married to you if that makes sense. Not everyone fits into our culture!

The call is about 30 to 40 minutes long, so I need you to listen to it so you can see if you feel like you are going to be a good fit, and do you feel like you have the same vision as the people you are going to work with because this is really a big step in the process.

**Schedule 2nd Interview**

I also want to set up a 2nd interview, which will be about a 45 min to hour facetime call that will allow you the opportunity to get all of your questions answered about the position, Symmetry etc. so you will want to come prepared with your list of questions to go through. I am doing these interviews on \_\_\_\_\_\_\_\_\_\_\_\_\_\_. What time is good for you? (Schedule 2nd appt)

Because of the amount of people we are interviewing I’ll need you to listen to that call in the next 24-48 hours before our 2nd interview. I'm going to send you an email in the next 15-20 minutes with a recap of our conversation today along with the link at the bottom.

I will look forward to doing a 2nd interview with you to let you know what the next steps are. Have a good day (name)