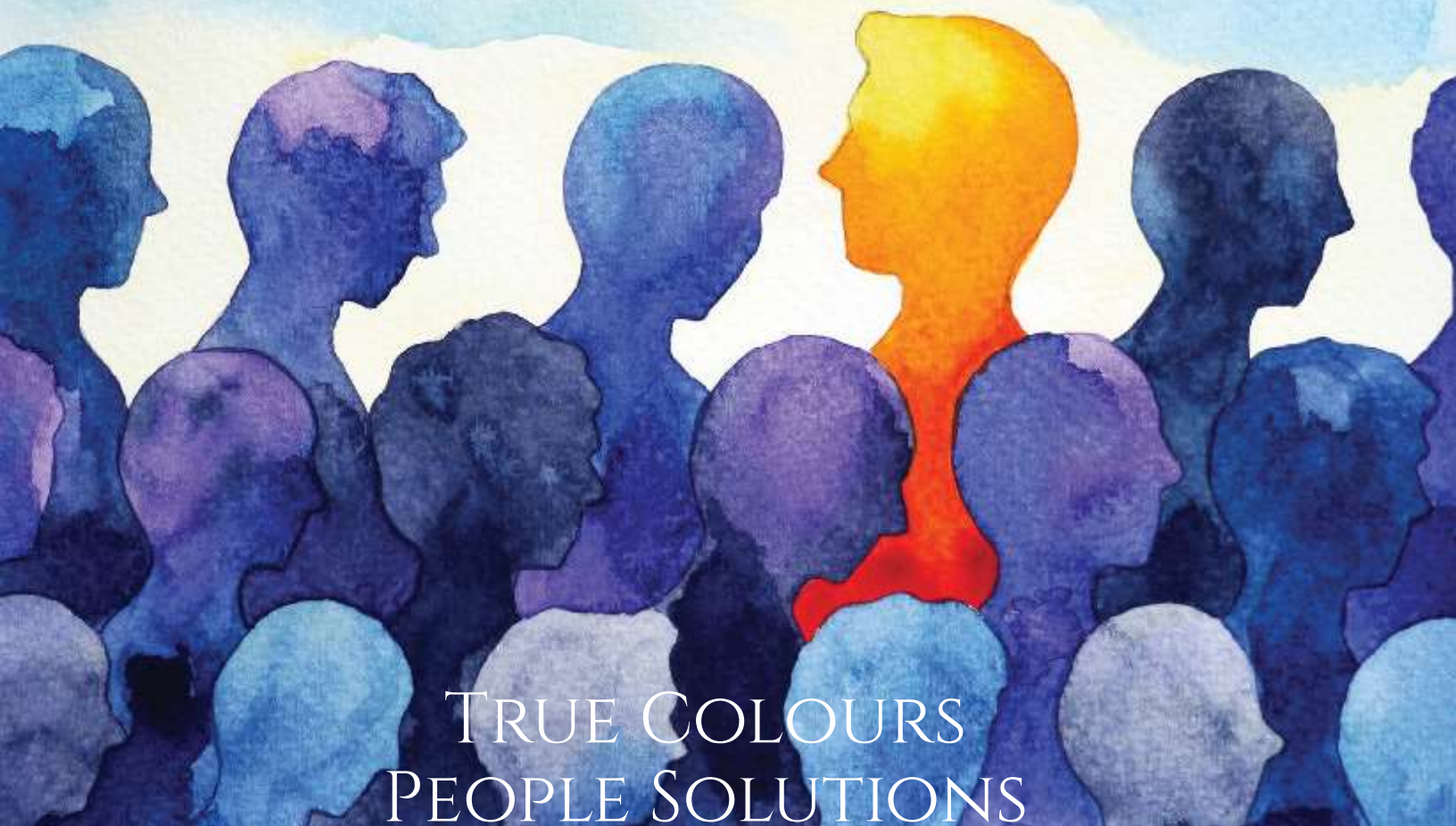


# HOW TO FIND 'A' CLASS BDM'S

The MetLife Hiring Success Model  
*that captured 50% of the market!*



TRUE COLOURS  
PEOPLE SOLUTIONS

# How UNAC used the MetLife hiring model to find 'A' Class BDM's



During a financial services conference in San Diego, Denis Preston learnt the secrets of the MetLife success story. By hiring 'A' class BDM's who 'hit the ground running' - in under two years, ***MetLife gained 50% of the personal insurance market.***

Denis developed a similar science-based system, to help find 'A' Class BDM's who would ensure business productivity and profitability. "I was astounded at results. We discovered the process not only worked but exceeded our expectations. Very quickly, we grew to 10 Australian offices, 180 BDM's, 30 general staff, 30 client services managers and a management team of 10 people.

We knew that we were employing the best people in every area of the business, from General Managers to Tele-services. Our client retention rate was consistently over 94% when industry averages were around 60-70% retention."

## USING SCIENCE TO FIND 'A' CLASS BDM'S

This is ***not*** for you if you have a consistent, measured system to assess candidates? Or you **love** the recruiting process, going through loads of resumes, interviewing lots of people and then waiting to see if the person meets targets after a set period.

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This *is* for you if you are fed up and frustrated with your current hiring method or recruiting model or hire because you have no more time to spend on the process and the candidate selected '*seems*' to be capable.

## Skills can be learned.

But you cannot see just by looking at a resume: Self-initiative, Resilience, Optimism, Self-Motivation, Problem-Solving or Communication Skills – all of this is 80% - 90% *below the surface*.

Even at an interview, you will only get 10% - 20% of the person and being the part of them they want you to see...



## How UNAC used the MetLife hiring model to find 'A' Class BDM's



### THE RIGHT TEAM IMPACT ON PROFITS

Finding the right people has contributed to EPAS increasing turnover by a million dollars, whilst tripling profits. "I had never used a recruitment company before. True Colours People Solutions helped build my accounting team of high calibre, highly productive staff, to include a practice manager, (who took over 90% of my workload) a BDM and admin staff. It has been fantastic." Catherine McMurtrie of Emergency and Preventative Accounting Specialists.

[https://youtu.be/6e\\_zcNYkyAU](https://youtu.be/6e_zcNYkyAU)

This strategy helped another client find a BDM, who knew nothing about the specialised business and yet in two months made **\$140,000 in sales and was on target to bring in over \$1 Million of new revenue in under 12 months.**

The World Economic Forum reports on job skills that are trending up vs. down. "Hard skills" are becoming less important, largely due to technology.

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"Soft skills" to include communication, optimism and problem-solving are becoming recognized as essential. No matter the industry or place on the org chart, these high-level skills have an impact on business productivity and profitability.

## Why is it so important to employ the right BDM's?

You have the same fixed expenses (salary etc.) for an employee generally, whether they produce 0.5x, 2x, 5x or even 10x the results of their peers.

For every \$1 you invest you could get returns of \$0.50, \$2, \$5 or \$10.

*If you employ the right BDM's, you could double or even triple your profits.*

What if your plans included employing two or even three of these 'A' class BDM's over the next 3-5 years?

*What impact would this have on your business and life?*



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*DO YOU OFTEN THINK 'THERE HAS TO BE A BETTER WAY TO HIRE?'*



## **MetLife discovered a process to identify people who would:**

- Be better at handling frustration
- Take each refusal as a challenge rather than a setback
- Find solutions, follow through and succeed

The Metlife solution was to hire *only* people with high levels of optimism.

When scores were matched to actual sales records, it turned out that consultants who scored in the top half for optimism sold 37 per cent more insurance over two years than employees who measured in the pessimistic bottom half.

Even more interesting, consultants who scored in the top 10 per cent for optimism sold 88 per cent more than those ranked in the most pessimistic 10 per cent.

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## True Colours People Solutions *Difference that Makes a Difference*

Measure signature strengths of internal BDM's to include levels of:

Optimism, Productivity, Effectiveness in dealing with challenges, Goal setting and achieving, Self Initiative

*Not just the short list.* We measure signature strengths of **all** candidates - and only those with scores which match or exceed champion scores, (internal or industry champions) are put forward for interview.

*Contact us if you are looking to hire in the next month or two and..*

Receive an extra *Five Champion Profiles to AUDIT YOUR TEAM!*

You know you have great people - *RIGHT?* You can use their scores to compare candidates. If scores match or exceed - interview.

### **PLUS**

Receive a full one hour debrief on your team, combined with a coaching session focused on how you can *improve productivity!*

For more certainty when hiring - hire people with the right underlying strengths and attitude.

*"I'd rather interview 50 people and not hire anyone than hire the wrong person."* Jeff Bezos Founder and CEO of Amazon

For full information and to find out how you could have more certainty when hiring and increase productivity, contact Julie Bowden

[www.truecolourspeoplesolutions.com.au](http://www.truecolourspeoplesolutions.com.au)