

Final Interview Script

Here's how I'm approaching this conversation. My job is to "clear the decks" and make sure we're on the same page. Assuming we mutually agree that we should move forward, that's what we'll do. I still have some big questions for you to confirm where I'm at, but I'd like to begin by making sure that you have all of your final questions answered. So, is there anything at all that you'd like to understand better to know if you'd want to accept an offer if it's extended? *(get any possible issue out in the open at the beginning, NOT at the end - once you're covering the points below, you want it to flow without getting bogged down)*

The 5 big obstacles (or pitfalls to avoid):

There are 5 things that make it impossible to find success in our business. Essentially, when someone isn't successful in this business it always comes back to at least one of these 5 pitfalls, so avoiding them is key. Let's walk through them, and I'd encourage you to take notes.

1. MONEY FOCUS:

The learning curve "clicks" for different people at different times; when you follow the system it always works, but it takes some people longer than others. During Phase 1 of the business, there are 2 things you should be focused on, 1) High Activity and 2) Skill Development.

Tyler Grinder/Scott Fohrman example (slow start/quick start)

So just to make sure you're not in a situation where you're pressed for money your first couple months, I'd like to review your income needs that we talked about in your last interview. You said that you need _____ coming in per month to cover bills. If you didn't hit that number until the 2nd or 3rd month, would that present some challenges or do you have a cushion saved up? (if it presents challenges, review exactly what it will take for them to get _____ cash flow/wk)

2. LACK OF SUPPORT AT HOME:

- Tell me about your conversations with _____... What do they think about you doing this for a living?
- How comfortable are they with the idea of you working commission for a living?
- I want to review the schedule you said you'd be able to commit to when we talked last. (pull info from prior interview) Is that still something you can commit to? Does he/she understand the schedule and hours that are required to do well during the initial training phase?

It's also important to coach your support people at the beginning on how to be supportive.
NO results/sales questions @ end of day. Instead, controllable questions

3. SCHEDULE:

In cases where this doesn't work out for someone, it always comes back to one basic problem: they simply didn't work a consistent schedule. There are 2 key ingredients to a successful schedule: 1) having a plan going into the week and 2) following through on that plan. Our system always works; unfortunately, some people don't always go to work. Flexibility is amazing in the long term, but can be the worst thing in the short term - especially if it hasn't been earned. Do you have an idea what I mean by "unearned flexibility"?

Kevin & Angie Tuma Honeymoon Example / Slippery Slope Analogy (taking Friday off and intending to work extra on Saturday...) Not everyone has the discipline to manage their time when no one's watching.

- How do you feel about your ability to manage yourself and your time in the midst of distractions?
- Specifically, what are the biggest sacrifices you will have to make in the first 3 months to accomplish your goals?

4. NOT BUYING IN (NOT COACHABLE/LACK OF COMMUNICATION):

Everyone likes the idea of being coachable. Everyone says "yeah, i'm coachable", in fact, I've never met a person that says "I'm not coachable" but not everyone is coachable IN the moment.

Chipotle/Restaurant Example

Some people say "Well this worked at my last sales job", "I think that sounds funny, I'll say this instead", etc. All I can say to that is, I can guarantee you that if that worked, we'd be doing it.

- What can you share with me that'd give me confidence that you'd buy in to our system, even when it doesn't make sense or you don't understand it?
- Tell me about the last time you were asked to do something outside your comfort zone?

5. LACK OF COMMITMENT:

- Tell me about your "grit" - what is the most challenging thing you have overcome?

This is one of, if not THE, most rewarding careers I've ever seen - there are a ton of reasons why this is the last thing most of our agents plan on doing for money.

Culture: Talk about the awesome people we surround ourselves with at FH - their drive, success, generosity, genuine friendship.

Impact PLUS Income: Talk about what makes us different - Pastors/Teachers are impactful but the \$ isn't great. Software sales has great \$, but the business doesn't change lives. Income and impact are not mutually exclusive, you can have both here. However, as we've discussed, it's also extremely challenging. Everyone thinks about quitting at least once (Share a story of a great day, and then share a story of a time you thought about quitting).

- What will keep you going when that time comes for you?

One of the most frustrating things for our trainers and for myself is when people flat out give up before things "click". When they're THIS close! Can I get your word that you will give your dead level best for no less than 3 months before you consider making any changes?

Wrap Up:

- Which of those 5 would be your biggest challenge?
- How do you think you would do at this? Why?
- Share core values - Which 1 stands out to you most?
- Do you think we should work together? Why?

...well I agree, because (Reasons). With that said, I would love to officially offer you a position on the team, as long as you can commit to 4 things. None of these will be a surprise, we've talked about them all. This isn't just a promise to me - it's a commitment to the Team Leaders, the Agency Owner, Rylie our Sales Trainer - the whole team. I want you to understand that when we bring someone on board, we are all in - and we expect the same in return. Here is what it takes to do well here:

1. Work Hard - sounds obvious, but we mean physically, mentally, & emotionally every day

2. Coachable - buy in to the system, our trainers won't give up on you as long as you try
3. Stick it out - 90 days, this is what you're doing and you are going to figure it out
4. Have Fun / Great Attitude - you will get challenged & frustrated, but your attitude in how you work through that is a choice. There's a big difference in being hung up on a problem v. focused on finding a solution

Can you give us your word on those 4?

Transition:

Congratulations! Shakes hands etc. We are really excited to working with you! ...

I want to schedule a call for us for tomorrow, just for about 20 minutes so we can build out a game plan and schedule for the next 5 to 6 weeks. (Schedule the call now) There are 2 things I need you to do today.

1. Get your pre-license course ordered/enrolled
2. I need you to schedule your State Exam.

I am going to send you an email that has links, details, and a discount code for all the different parts of this process. I need for you to get your pre-license course scheduled, and make sure to forward me the confirmation email from that, because I need to send that to the Home Office in order to get your new hire paperwork to you and your onboarding process started. Then you need to schedule your exam. The licensing course is 20 hours of study, so sit down with your calendar and work schedule tonight to figure out how many hours/day you can study (MN & WI). At the end of the course, you will need to pass a proctored practice exam 2 days before your state exam. So knowing that, use the link to pick the date and location that fits your schedule. Tomorrow I want to figure out when your last day at work will be, when you will be here for Sales School, and when you will be in the field to get your first policy sold. In order to determine your schedule over the next 5-6 weeks, I need to know the date of your exam. Is there any reason you cannot get those 2 things ordered and paid for today?