

Updated Applicant Script

Hi, is this ____? ____, my name is ____ with Family Heritage. How are you doing? I was calling to follow up on the resume you submitted through Zip Recruiter/Monster/Indeed. Did I catch you with a couple minutes?

If YES:

Perfect, let me give you an overview about our company and if it sounds like a fit, we can schedule an interview from there. But before I do that, let me just double check a couple things about you on your resume. I have your resume pulled up, but could you walk me through a quick overview of your most recent work history with ____? What is missing from your current job? What are you looking for in your next position? *(Identify in their skillset what could be transferable to our position and let them know this)*

Like I mentioned, I work with Family Heritage. We've been a national company for over 30 years, and are a division of Globe Life who has been around for over 120 years. Our products help families financially while they are fighting with a critical illness, like cancer battle or heart disease, or even after serious accident. In other words, we specialize in supplemental health insurance coverage...are you familiar with that type?

We offer coverage that instead of paying doctors and hospitals like health insurance does, our plans pay cash directly to individuals and families like an extra paycheck when they need it most! The unique part of our company is if our clients stay healthy, we refund 100% of the premiums they have paid in!

Mr./Ms. ____ Would you consider yourself a person that has compassion for other people? Great because we are looking to fill a Field Director position, which involves sales and customer service 1) ideally, we are looking for someone we can quickly promote/advance into more of a training and management role. Or 2) and are looking for candidates that not only want a professional career but have a compassion to help people.

Does that sound like a position you could be a fit for? (This is a challenge question) (IF NO: Thank you for your time, good luck)

IF YES:

Great, our interview process is just a few steps. The first part of this is to learn more about our company. There are a few critical things that need to line up to determine if you are a fit for us. Our feeling is if those things don't line up for you, it's best to figure that out up front before scheduling a personal interview.

I am going to send you an email that contains a link to our career introduction videos, which I would like you to review. r website, which I would like you to review. . Then follow the link, that sits right below the videos on that same web page, to complete your candidate assessment form. It takes about an hour to complete everything. Would you be able to review this

sometime today so we could catch up before the end of the day? IF not, this (morning, evening, right after we get off the phone, etc.) Great, so let's connect between 4-5 this afternoon. (at this point set a specific time range to follow up that afternoon or the next morning)

Great, I have an email of _____, is this the best one to use? I am sending the email now. If you need anything between now and the time we speak, please feel free to call or text the number on your cell phone, this is my direct line. Oh, and please put me into your contacts so when I call back you don't think I am a spammer! LOL...

I look forward to talking with you at _____! Have a great day!

IF QUESTIONS/MORE DETAILS:

The information I am sending you will answer a lot of your questions, and talks about company culture, what it takes to do well and how our products work. Jot down any questions you have, and I can answer them once we reconnect to review your candidate assessment form.

Other Follow-Up Questions:

Is this 100% commission:

-Glad you asked, yes, we work on a commissions, bonuses, incentive, and Globe Life Stock. There is a guarantee you can tap into when you first start with us to help get you up and over the learning curve.

Where is the office or Is there an office in my area? / is this a work from home business?

Our regional office is in CR Iowa. Each agent has a sales territory that they work. Each agent has a home office to keep track of paperwork, but we are typically out talking to business owners and individuals in our communities. We really are never in our offices.

Where do you get your leads?

Our lead generation is 3 pronged. We are going to teach and train you to go in and out of business doors talking to business owners using our process, we will teach and train you to have a referral-based business, this is really how most of our agents make their living and we do have a CRM system that we utilize and it gives us all of the information on the businesses and individuals that are in our territories.