

RIGHT*choice*SYSTEM

What is “Recruiting Experience”?

My candidate's SuccessPredictor report says they scored **LOW** because of their "Recruiting Experience"!

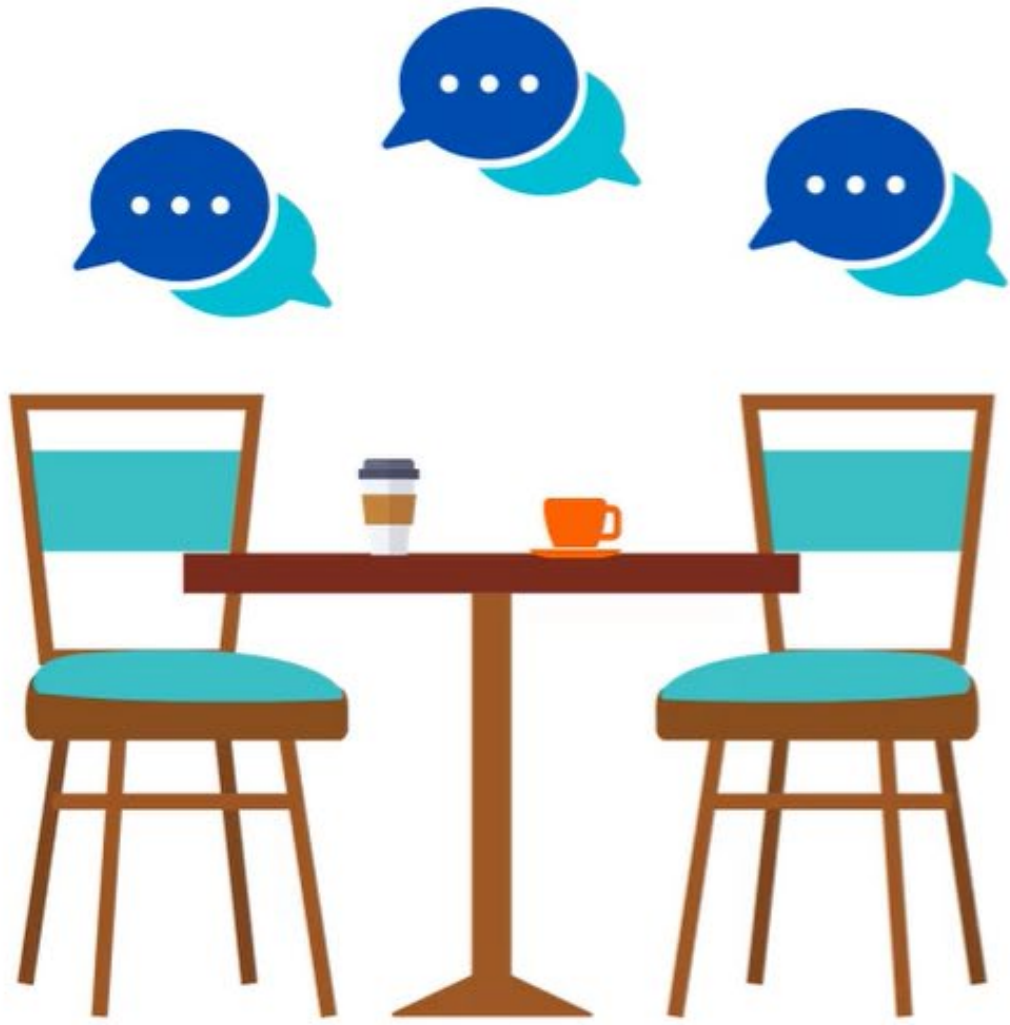




Does that
mean their
low score is
MY fault?

No, no, no....
Don't worry!!
Let me explain!!





“Experience being recruited” refers to the manner and circumstances under which the candidate learned about the industry and the specific position.

Candidates are asked to respond to several questions that explore their experience with professionals in the financial services industry.



Candidates are also asked questions regarding how they researched this career opportunity.



Statistically speaking.

Candidates who **know about the industry, are interested and want to learn more**, fare better than those coming from the internet, social media platforms or other cold sources.

INFORMED

INTERESTED

EAGER
TO
LEARN





**Which means just as in sales where warm leads are better than cold leads,
A WARM RECRUIT IS BETTER THAN A COLD RECRUIT.**



An ideal candidate may be recruited two ways:

a personal source

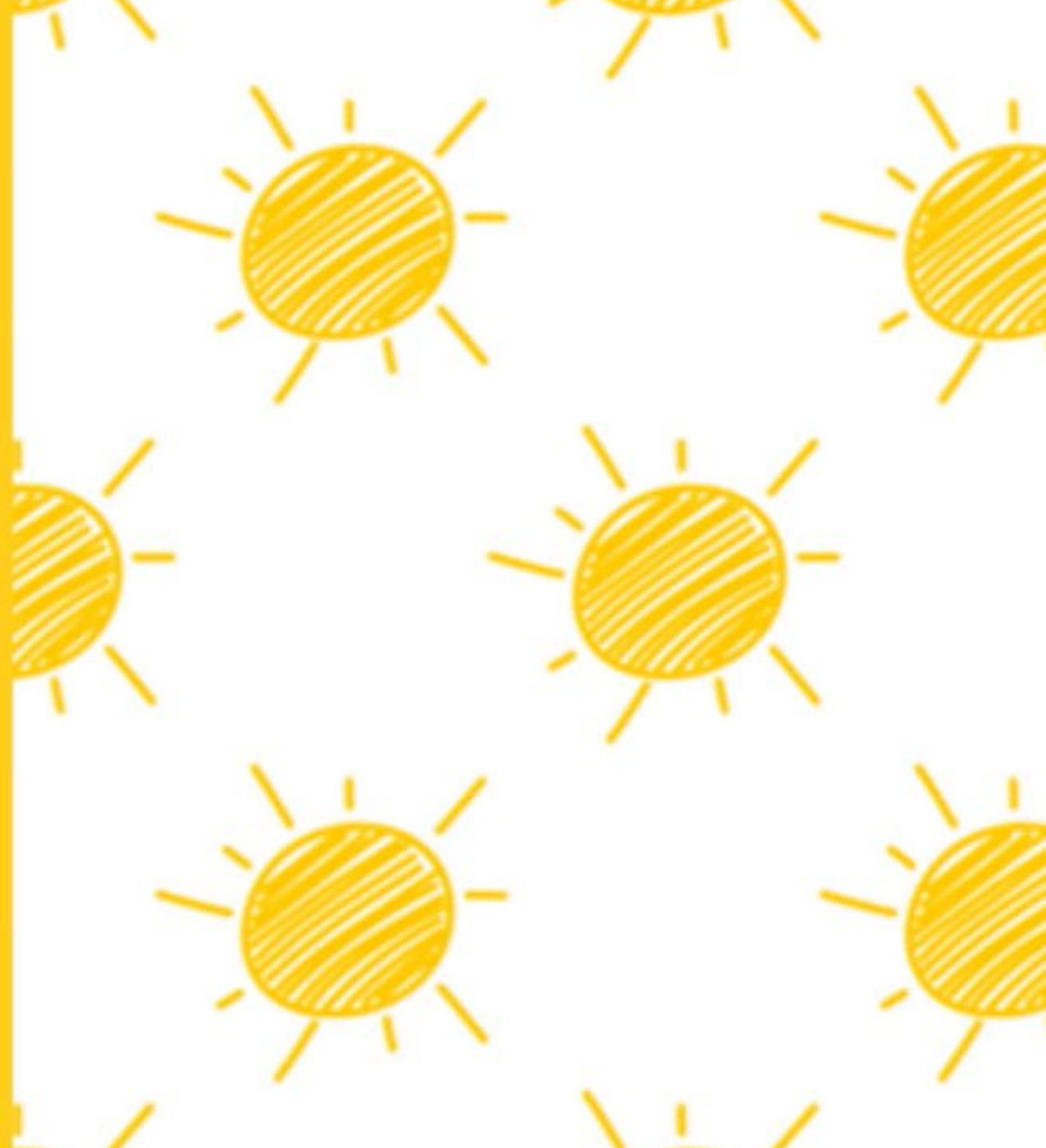
knowing someone in the business



Statistically, candidates that are **REFERRED** fare better than those coming in looking for a “job”.



**So how can
you find more
warm recruits?**





**Ask your team
members and staff
to be on the
lookout for great
candidates!**

Have they met someone recently that they thought might be great a addition to your team?



Tell them a little about
what your team does
and why they love it.

Then ask if they'd like to come in and
learn some more about the
opportunity!



**For more information on recruiting,
check out the Recruiting & Selection Insights
section of the RightChoice Resource Library.**

https://www.limra.com/rightchoice_resource_library