

**Want to grow
productivity?
Team up!**

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“No one can whistle a symphony. It takes a whole orchestra to play it.” – H.E. Luccock

Want to grow productivity? Team up!

Recent LIMRA research points to a **worldwide talent management challenge**. Field managers want to know how to find and retain the best sales professionals in order to build a strong sales force.

Improvements simply must be made **in recruiting, retention and productivity** to reach this goal.



This complex undertaking is influenced by many different factors.

Two important factors – *the regulatory environment and the new demanding consumer* have highlighted the importance of a different approach from top performers –

COLLABORATION



Collaboration, or teamwork skills, is proving to be an **essential competency** in today's world.

The demands of the modern consumer require a concerted effort across any number of teaming scenarios (formal **and** informal) to provide holistic solutions in a cost-effective and productive manner.

In addition, younger recruits (maybe the most demanding consumer a field manager faces) naturally gravitate to a more **collaborative environment**.

Top young sales reps tell our researchers that they expect a certain level of support and feel they **often don't receive it**.



**Working with mentors,
forming networking
and study groups
and partnering,**

all help new financial professionals develop the many skills they need.





They tell us that they seek out and thrive in positions where they **work for themselves, but not by themselves.**

Field managers that successfully provide support the way young top talent want it will create the reputation needed to **build the sales force of tomorrow.**

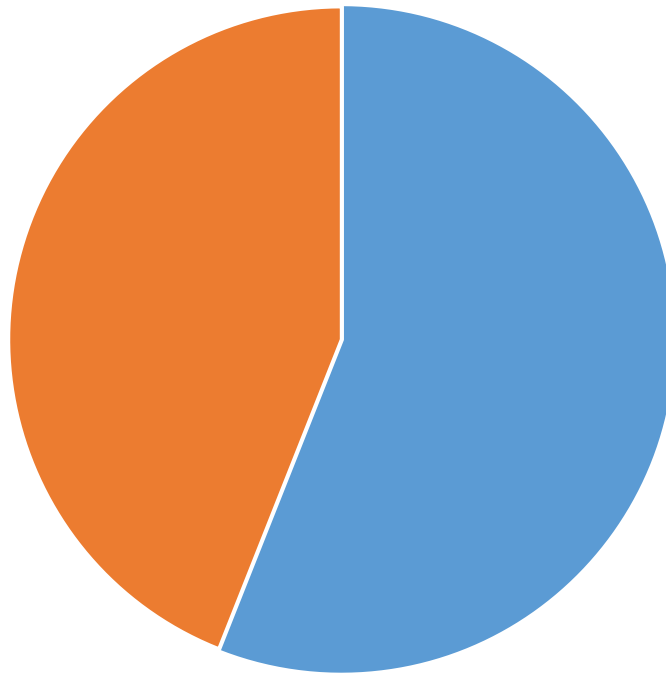


LIMRA research finds that the majority of young financial professionals partner at least some of the time.



Gen Yers
are more
likely to
partner than
Gen Xers.

Asked about the future – **44% plan to partner more.**



That's a wise strategy.

Our research indicates that net incomes increase exponentially in environments that promote collaborative team efforts.

But who has the right
disposition to pull it off?



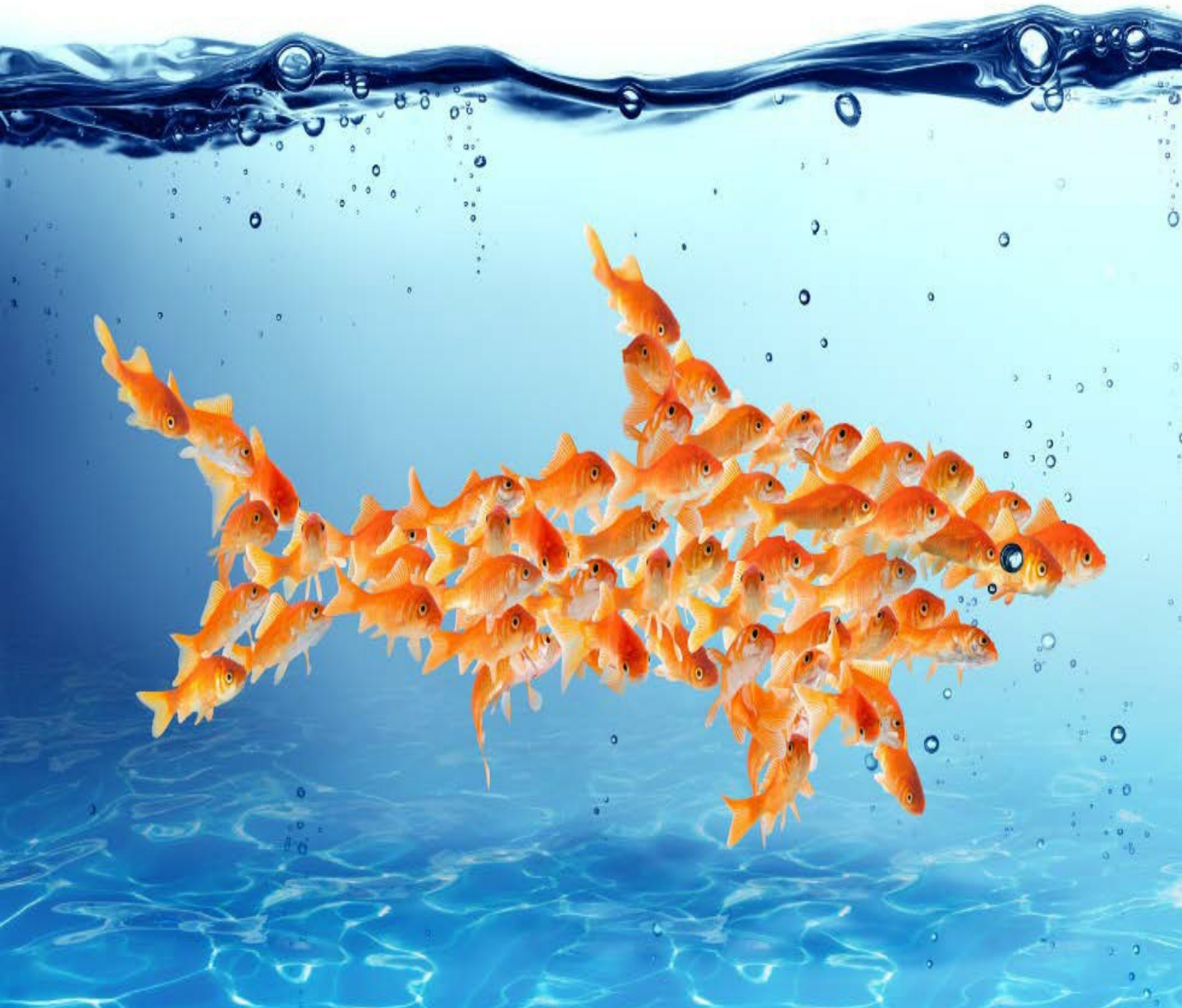
Some personality characteristics lend themselves more to collaboration than others do.

For instance, **empathy, dependability, cooperation, adaptability** all play an important role in collaboration.

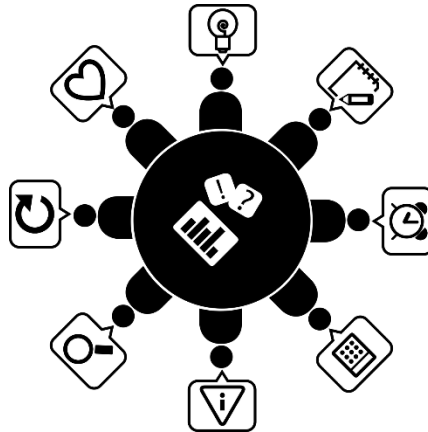


In addition, people who use **problem-solving conflict resolution strategies** tend to be more successful in collaborative environments.

Field managers that can select team members with the greatest odds of success in a collaborative environment will come out **way ahead in the end.**



As LIMRA engages in research into advisor practice models, **we repeatedly hear the need for teaming and collaboration.**



Because collaboration is a rather new competency when it comes to advisor selection and development, we are focusing our attention in LIMRA's Talent Solutions on bringing to market an assessment tool that would help **identify the right person to thrive in a collaborative model.**

We are excited about adding this contemporary tool to our selection assessment line-up.

If you would like to know more,
please contact us at
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