

# LIMRA RightChoice Battlecard

## Product Overview

- The RightChoice System brings together proven predictability with unparalleled flexibility for your hiring process. It creates a positive hiring experience for both candidates and hiring managers.
- Validated results grounded in the science and research you expect from LIMRA products.
- Made up of 7 components, which can be customized to create the best assessment journey for your candidates: SuccessPredictor, SalesPersona, CareerView, Performance Skills Index, LeaderPersona, CollaboRate, and LearningStyles.

## Pricing

- See Field Assessment pricing sheet

## Key Features/Top Skills Identified

- Modular style – customize which aspects of the platform you need to meet your needs.
- Streamlined, actionable feedback reports for hiring managers with supporting resources.
- NEW: personalized candidate reporting.
- NEW: free to use resource library.

## Ideal Customer

- HR, L&D, hiring managers/team, heads of recruiting and selection, distribution management
- US and Canada

## Pain Points of Customer

- Companies can lose money spending time hiring the right person, and/or lose money hiring the wrong person for the position.
- Attracting young talent can be a challenge for the industry, so knowing if someone has longevity potential during the hiring stage is crucial.

## Overcoming Objections

- **Our hiring process is thorough enough to decide who would succeed in each role.**
  - The RightChoice assessment allows you to build a tailored candidate experience that best fits your sales culture and hiring objectives.
- **We don't have the budget for this product.**
  - We realize there is a cost factor involved with using assessments; however,

there is a cost benefit to not having to replace employees who were not right for the job.

- **We are happy with another assessment product.**
  - LOMA is the only product on the market specific to the insurance & financial services industry. Our products are custom-made for your industry concerns.

## FAQs

- **Why are we using RightChoice now instead of Career Profile?**
  - We are sunsetting our Career Profile assessment and switching folks over to RightChoice, as this assessment platform offers everything CP did, but now also includes offerings for the candidate, as well as the hiring org. RightChoice can also be used modularly, so you can customize the best fit for your needs.

## Additional Resources

- [RightChoice Web Page](#)