

A blueprint to hiring the top insurance sales agents

THE ART OF HIRING TOP PERFORMERS



LARRY  BRYAN



TABLE OF CONTENTS

00	Introduction
01	Motivation, Competitiveness, & Desire
02	Attention to Personal Well-being
03	Family Background
04	Past Work History
05	Social Skills
06	Financial Situation
07	Goals & Objectives



INTRODUCTION

Welcome to the definitive guide to assembling an elite team of sales professionals within the insurance sector. In the highly competitive realm of insurance sales, success is not merely about pushing policies—it's about cultivating a team of driven individuals who possess the right mindset, skills, and determination to excel.

This ebook serves as your comprehensive blueprint, crafted to guide you through the process of identifying, assessing, and selecting top-performing candidates for your insurance sales team. At its core lies a powerful tool: ***The Sales Hiring Questionnaire***.

The questions within this questionnaire are not arbitrary; they are strategic probes designed to dive deep into the psyche of prospective candidates. Each question is carefully crafted to uncover insights into the candidate's motivations, competitive spirit, personal well-being, family background, work history, social aptitude, financial acumen, and overarching goals.

But why ask these questions? Why scrutinize each facet of a candidate's life so meticulously?

Because, in the dynamic world of insurance sales, success hinges not only on technical expertise but also on intrinsic qualities such as resilience, adaptability, and tenacity.

By understanding the mindset behind these questions, you gain a profound insight into the candidate's potential to thrive in the demanding landscape of insurance sales.

Through this ebook, I aim to equip you with the knowledge and tools necessary to make informed hiring decisions, ensuring that each member of your sales team possesses the qualities essential for success.

Whether you're a seasoned recruiter or a novice manager, this guide will empower you to build a formidable sales force capable of surpassing targets, driving growth, and cementing your organization's position at the forefront of the insurance industry.

Before we jump into the questionnaire, Let's begin with who I am and the depth of expertise I bring to this field.

MEET LARRY BRYAN



I am a University of Miami graduate with a BA in Accounting and Finance and an MBA in Finance from Nova Southeastern University. I also hold several prestigious insurance designations, including CLU, CHFC, CFP, and RHU, and held various licenses for fixed and variable life insurance and investments (series 6, 7, 23, 24, and 63).

My career in the life insurance and investment industry spanned nearly three decades, driven by commission-based earnings, which instilled a strong sense of motivation and responsibility in me. My ability to provide for my family directly depended on my sales performance.

In 1978, I began my career journey at Equitable Life, now known as AXA, as an individual sales producer working on a commission basis. My entry into the insurance industry was influenced by a humorous challenge from my future father-in-law, who playfully asserted that I should join the insurance field if I wanted to marry his daughter, a high school homecoming queen. I accepted this challenge and soon found success at Equitable, setting and achieving high goals.

After a few years, I partnered with three others to represent multiple insurance companies as independent sales producers. Although this venture was successful, two partners and I decided to pursue different paths amicably. In 1989, I established a separate entity in Florida, specializing in high-end income, gift and estate tax planning, which expanded to include approximately 30 individual office locations along the East Coast of the United States by 1999. I then developed a successful business plan that attracted Wall Street's interest, leading to the acquisition and subsequent public offering of my company in 2005.

Following this, I launched a second company in South Florida, focusing on life insurance sales and life settlements for ultra-wealthy clients. For two-thirds of my career, I thrived as a multi-million-dollar per year commissioned producer, **achieving my best year in 2006 with over \$52 million in life insurance commissions.** In 2007, I decided to close the company and effectively retire.

Today, I have transitioned into full-time public speaking, where I inspire sales people, marketing professionals, and business owners to develop a positive mindset, enabling them to achieve remarkable success in both their business and personal lives.

This questionnaire is the same exact blueprint I used to build a powerhouse sales team and dominate the industry.



SECTION 1

MOTIVATION, COMPETITIVENESS, & DESIRE



The questions to section 1 indicate the prospects, current thoughts, and mindset related to their current motivation and current competitiveness. It also lets you know whether they are knowledgeable and know what it feels like inside to compete, as well as what it takes to be internally motivated to win and achieve. It will also give you an idea of what would motivate them to be among the top in your organization.

1. Did you play any sports or participate in any competitive hobby while growing up, in high school and/or college?

Insurance is a business where you compete with yourself, everyone else in your organization, and every other sales organization and insurance company. Participation in competitive sports for hobbies shows that the prospect has experience with competing with others.

2. If so, which ones and what positions?
3. Were you a starter or not? Why were you and or why were you not?
4. What was your record if you competed in a single type of sport, like golf, tennis, swimming, or wrestling?

Insurance is a business where you compete with yourself, everyone else in your organization, and every other sales organization and insurance company. Participation in competitive sports for hobbies shows that the prospect has experience with competing with others.

5. Could you have had a better record, and if so, what would you have had to do but didn't?

This shows your prospect's determination level. Did they go the extra distance to do what would be needed to have a better record, or were they okay with where they ended up? The insurance business, especially initially, doesn't allow for an okay approach.

6. When you played, how important was winning every time on a scale of 1 - 10?
7. How would you rate yourself compared to the other players in your sport?
8. Was your athletic participation and performance a reflection of your self-esteem?

If your prospect says yes, this could indicate their amped-up motivation and desire to be among the top producers.

9. What sport, if any, do you participate in now, and how often?
10. On a scale of 1-10, with 10 being the most, how would you rate your competitiveness today?

Assuming the prospect does participate in a sport now, the majority will be playing individual sports like golf, tennis, etc. Their competitive nature today would be very important, as well as understanding the mindset of the individual you may hire and their performance in the insurance business today

11. Do you have a consistent exercise regimen that you follow now? What is it, and how often and how long have you been doing it?
12. Why did you participate in sports while growing up, in high school or college?
13. Who are your top three favorite athletes, why, and what do you admire most about them?

Listen to what your prospect says in his or her answers as to what he admires most about those athletes. The traits he/she expresses to you will be the same traits he/she will try to emulate and bring into the insurance business. You can determine if those traits can/will make a big difference if brought into the insurance business, as to the success and potential for that individual.

14. What do think is the single most important factor in competing and/or finishing in the top three?
15. Do you believe you could've been a better athlete, and if so, what would you have had to do?
16. What three things did you learn from sports and competition?
17. Why did you participate in sports while growing up, in high school or college?
18. Who are your top three favorite athletes, why, and what do you admire most about them?

SECTION 2

ATTENTION TO PERSONAL WELL-BEING



The questions to section 2 indicate what health issues the prospect may be dealing with that could affect their physical capability and view as they experience many hurdles and obstacles in launching a commission-based sales business in the life insurance field. Stress and tension are usually high, and emotional stamina needs to be strong.

1. Do you have any current health issues you are dealing with, have dealt with, or may reoccur in the future?
2. Are you on any medications that could affect your mental health or physical abilities and stamina?
3. On a scale of 1-10, with 1 being in excellent shape and 10 being in terrible shape, how would you rate the current shape that you're in compared to what it was in high school? WHY?
4. If you're not in very good shape, what are you doing about it, and consistently, and for how long?
5. Do you consider yourself a vain person? Do you consider yourself a sharp dresser? If so, how, and based on what, and if not, how and why?

SECTION 3

FAMILY BACKGROUND



The questions to section 3 indicate the level of responsibility, confidence, and trust your prospect has in their mindset themselves and others. Communication, compromise, and commitment are much stronger in individuals with strong families, backgrounds, and ties.

1. Married or single? For how long have you been married? If divorced, how long? Are you on OK terms with your ex-spouse?

Insurance is purchased more by those married than those not married. The motivation to purchase is stronger as the emotional ties are closer. Understanding what this means and feels like is helpful for the insurance salesperson to relate.

2. Do you have children? How old? Boys, girls, or both? How is/was your relationship with all of them?
3. Do you have any financial obligations to an ex-spouse or your children? Are you meeting them comfortably?
4. Have you ever asked your children, friends, spouse, or other close family members what they believe your three top characteristics are? What are they?

Since we are usually so myopic when it comes to seeing who we really are and our greatest skills, those closest to us can usually see better than we can. It would be interesting to see what those closest to the prospect have been telling him or her and how they view what their closest relationships see.

5. Has this same group ever suggested what they think you would be great at doing?
6. Do you have any brothers or sisters, older or younger than you, and how would you categorize your relationship with them? OK, good, great?
7. What do these siblings do for work if anything?
8. Have you ever worked with them on anything?

SECTION 4

PAST WORK HISTORY



The questions to section 4 indicate a clear track record of where this individual is now mentally. This will be one of the stronger indicators of the performance you should expect from this prospect now if you decide to hire them.

1. What was your job at your past workplace?
2. How long have you worked at your last job?
3. What was your position there?
4. Was there room to grow and advance? And did you accomplish some of those things?
5. If so, what do you attribute those accomplishments to? If not, what do you think held you back?

The answer to these 2 questions will show whether your prospect takes responsibility for what happens and or what does not happen.

6. Who do you think is most responsible for your current working situation?

This again shows you whether the prospect is owning their results in life.

7. Is there anything you could've done differently or better that could have kept you at your past workplace?
8. Did you have any frustrations or suggestions that you shared with your past employer and how was that received?
9. In your opinion, were you one of the best and most valued employees at your past employer, and why?

This is a great question as it explains that if they were one of the best and most valued, why was nothing done of whatever magnitude was necessary to keep them?

10. Have you ever worked on a commission basis only? Where, when, and for how long?
11. What commission-based product or service were you selling?

As the person hiring the prospect, look to see how similar the commission-based product is to insurance that they were selling before, including all of the hurdles and issues that will present when selling insurance.

12. If yes, what percentile did you fall for in measuring your peers at the same company and others?

The answer to this question lets you know the current competitiveness of your prospect.

13. If yes or no, what excites you so much about a commission-only business?
14. What characteristics do you believe you possess that have been tested and will allow you to be amongst the top producers in our company?

The answer to this question is great as it will give you an excellent idea of whether the prospect possesses the necessary characteristics and if they even know what those characteristics are.

SECTION 5

SOCIAL SKILLS



The questions to section 5 indicate the level of friendliness and outgoingness of your prospect's personality. These are extremely important characteristics of one's probability of success.

1. Do you like public speaking, and have you done it before, and where and how often?
2. Are you an extrovert or an introvert, or where in the middle do you think you fall?
3. What do you believe are the top 3 skills needed to be a super sales performer?

Prospecting, networking, and communication are the answers you seek.

4. How often are you socializing with friends every week?

The more you socialize, the more you get to practice socializing, and the better you are at it. This skill set is important for prospecting and communicating when trying to sell.

5. Do you exercise alone or with a friend?
6. How easily can you explain a complex issue or point to someone else?
7. When interacting with people, what would you say you do more of, talk or listen?

Both are important, but at the beginning of a relationship, the more you listen and let the other person talk, especially about themselves, the more you will learn you are a great conversationalist, and they will enjoy their time with you much more.

10. What is the funniest story you could tell me about yourself?
11. What was the biggest problem at your past employer? How was it solved, and by whom?
12. What do you believe are the 3 most important skills in looking to build a new relationship?
13. Have you ever lied to anyone, including your past employer or a customer? Can you elaborate?

Hopefully, they answered yes. If not, do not hire them.
Everyone has lied or withheld the truth in their lifetimes.

SECTION 6

FINANCIAL SITUATION



The questions to section 6 indicate how your prospect views, understands and respects money and its value and use. Overspending and purchasing items that boost one's image and ego to the detriment of one's household finances would be concerning.

1. Do you own any life insurance? With what company, what was/is the policy type, and what was/is the purpose?

Hopefully, they own what they are going to sell.

2. Do or did your parents, siblings, or friends own a life insurance policy? Did any life insurance policy amongst these individuals pay out as a result of their death?
3. Do you have any retirement plans that you are currently contributing to?
4. Are you consistently saving money every month?

These above 2 questions show the prospect's understanding of the value of money.

5. How much money do you have to invest in your new life insurance sales business?

This is important as it lets you know that the prospect is financially prepared to put in the financial resources necessary for a successful career

6. Do you own a house, and does it have a mortgage?
7. Do you own a car, and/or is it leased or financed?
8. Are your parents still alive? And or are they working, and or are they comfortably retired?

SECTION 7

GOALS & OBJECTIVES



The questions to section 7 describe the potential prospect's planning, processes, and mindset, which shows how they plan to accomplish their goals and objectives and set clear attainable ones.

1. What are your top 3 financial and top 3 personal goals right now?

Selling, especially life insurance, requires a written set of goals and a game plan to accomplish them. Only 3% of the world writes down their goals and objectives. Those 3% produce as much revenue as the other 97% that don't.

2. Where do you have them written down, if anywhere?
3. Have you ever had financial and personal goals before? What were they, and how long did it take to accomplish them if you did?
4. How does working in the field of commission-based life insurance sales help you accomplish your goals and objectives?

As the person doing the hiring, listen to what the prospect has to say. Based on your experience, are they realistic and have a good understanding, or is this just “pie in the sky” conversation to get hired?

5. What other sales commission-based businesses did you look at or consider before this one?

If they did look at other commission-based businesses, which ones were they, and then how did they decide that the life insurance sales would be the best for them?

6. Do you have a digital calendar, and what kind of information do you keep on it?

7. What steps do you normally take when starting a new project?

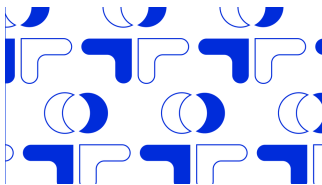
Listen to your prospect's answers here, and based on your experience, are they on point, and do you believe they will lead to a good start to selling life insurance?.

FAREWELL

I hope this ebook has provided you with valuable insights and practical strategies to elevate your sales hiring process in the insurance industry. Remember, building a top-performing team is not just about finding the right candidates—it's about understanding their motivations, skills, and mindset. Armed with the knowledge from this guide, may you confidently assemble a sales force that not only meets but exceeds expectations, driving your organization towards unprecedented success.

As you prepare to implement the insights gained from this ebook into your hiring process, it's crucial to recognize that building a top sales team is just the beginning of the journey. Sustaining peak performance requires ongoing training and education to stay ahead of the curve.

As a motivational speaker specializing in sales excellence, I offer tailored keynote speeches, breakout sessions, and workshops designed to empower your team with the right mindsets and sales practices. To learn more about me check out website and connect with me on social media.



WWW.LARRYBRYANLIVE.COM



LARRY BRYAN



@LARRY_MOTIVATES



I have spent most of my life learning and developing the necessary mindset to become an ultra-successful producer in the insurance and investment businesses where I discovered consistent predictable strategies, behaviors, and ways of thinking that I used to achieve extraordinary goals and income levels.

The outset of my journey was fraught with formidable challenges, surpassing the typical hurdles encountered by most individuals. From the loss of my father when I was just four months old, to academic setbacks resulting in my departure from college, to the humbling experience of working as a janitor, to enduring the tragic suicide of three family members, and even falling victim to a multi-million-dollar scam—these were but a few of the trials I faced.

However, my ability to overcome and navigate these adversities, eventually achieving the levels of success I did, can be attributed to my unwavering commitment to "Dare to Think Different".

"LARRY DEFINITELY BRINGS THE ENERGY. HE KEEPS THE SALES TEAM ENGAGED WITH HIS UNBRIDLED ENTHUSIASM, OPTIMISM AND HUMOR, KEEPING THEM HANGING ON EVERY WORD WITH REAL LIFE EXPERIENCES AND INSPIRATION. ALONG WITH BEING A GREAT PERSON, LARRY IS A VERY DYNAMIC AND ENGAGING SPEAKER AND A GREAT CHOICE TO FIRE UP YOUR SALES TEAM."

**-JOHN REISIGL
PRESIDENT, CHENEY BROTHERS**
