



The Basics of Good Hiring

One of the things we have noticed when we are working with producers is the classic mistake of improper hiring. When hiring, it is important to have a strategy.

To be effective in hiring, first and foremost, there needs to be an adequate assessment of strengths and weaknesses of the potential employee as well as your own. We highly recommend some testing such as the Kolbe or a DISC. If you do not know how to test these people, please respond to us and we can test them for you for a fee. Please inquire how we can help you with this.

This type of testing will help reveal the natural strengths and weaknesses of the person. Once you have identified your own strengths and weaknesses, *hire around your weaknesses*. We often tend to hire people who are just like us. An outgoing "people-person" is more likely to hire another outgoing "people-person." However, such a person should hire a detailed-oriented person who is outstanding at follow-up.

Second, an introverted person will hire a second introverted person by nature. However, you need to make sure that an introvert hires an extrovert. You want at least one warm, "people-person" to greet people when they walk into your office. Otherwise, with only introverts working in your office, clients may feel like they are not being greeted adequately and that your office is cold.

Financial planners who tend to be highly analytical sometimes do not understand why their conversion ratios are so low. Conversion ratios are often low because they are not hiring people to make up for their weaknesses.

Last, *never hire someone that you can't fire*. Do not hire close friends. Hiring friends is the best way to devastate a friendship. Secondly, don't hire relatives. Most importantly, do not hire relatives of your best client.

The key to hiring the right people is hiring around your own weaknesses. Use testing methods to determine the strengths and weaknesses in your company, and hire the people that will fit best within that group. Hire to keep not to fire.

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