

Internet Recruiting Found Dead! Efforts to Revive Prove Unsuccessful...

Michael Beck, The Insurance & Advisor Coach, has released a controversial white paper asserting that recruiting independent agents and advisors via the internet is a futile and misdirected effort. Beck suggests that instead of relying on the internet (or advertising or direct mail) for recruiting, it is critical to leverage the dynamics of Active Recruiting to find, attract, and keep high producing agents and advisors.

Bend, OR, October 30, 2006 (FPRC) -- Michael Beck, The Insurance & Advisor Coach, has released a controversial white paper asserting that recruiting independent agents and advisors via the internet is a futile and misdirected effort. The majority of recruiters continue to rely on the internet as their primary source of candidates despite the fact that over two-thirds of these recruiters fail to meet their recruiting growth goals. Executive Coach Michael Beck offers a unique insight into why internet recruiting strategies fail.

“Recruiting independent agents and financial advisors on the internet is basically good for one thing – appeasing corporate offices. While it does produce lots of activity, it’s expensive, time consuming, and produces mediocre results,” says Mr. Beck. He recommends putting the passive methods of recruiting on the back-burner and focusing instead on active recruiting systems. Beck suggests that instead of relying on the internet (or advertising or direct mail) for recruiting, it is critical to leverage the dynamics of Active Recruiting to find, attract, and keep high producing agents and advisors.

Specifically, Mr. Beck endorses the use of five Active Recruiting methods - Personal Assessment Conversations, Effective Networking, Public Speaking, Systematic Agent/Advisor Referrals, and Leveraging Centers of Influence. He points out that the dynamic which occurs in each of these active methods, when properly executed, leverages the leadership, personality, and people skills of the recruiter. This dynamic attracts candidates who are like-minded and can relate to motivators other than simply making money, which results in a loyal, responsive and productive team. There are several keys to effective implementation of these methods. One important key is to systematize each method. Consistency is essential for success. In addition, refining communication skills enhances the attraction of the recruiter. Effectively communicating points of differentiation combined with the ability to read people magnifies the results of each effort. The third and final key to recruiting success is effective time management, which is required in order to execute these active methods. Fortunately, Active Recruiting methods are far more efficient than passive methods.

Michael Beck, The Insurance & Advisor Coach, is president and founder of Exceptional Leadership, Inc. Mr. Beck’s industry expertise includes insurance, international development, restaurant, franchising, legal, and construction. His credentials include an MBA from the Wharton School of Business along with degrees in Engineering from the University of Pennsylvania. Mr. Beck has held a variety of executive positions including CEO, COO, CFO, EVP, VP of Finance, and VP of Business Development. In addition, he worked several years overseas as a Business Advisor to a member of the Royal Family of Saudi Arabia. He is a Founding Member of the International Association of Coaches and a Past-President of the Denver Coach Federation. He is a regular contributor to such trade publications and organizations as ProducersWEB, Financial Services

Journal, HorsesMouth, Agent's Sales Journal, Annuity Super Producer, and Insurance Advisor Monthly.

For additional information, to receive a copy of the referenced White Paper, or to arrange an interview with Mr. Beck, please visit www.TheInsuranceCoach.com

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