

# 50/50 PROGRAM



## What is the 50/50 Program?

Started in 2007, the 50/50 Program is a sales and insurance training program created to help you hire someone new to the insurance industry. The 24-month program is designed to start the new hire on a productive and rewarding career path while enabling you to build a talented bench of salespeople to drive new business to your office. We are committed to identifying dynamic individuals, engraining in them a passion for insurance and coaching them to create disciplines needed to develop an elite sales skillset. Let us help you find and develop your next superstar!

## Benefits of the program

- ▶ An experienced, dedicated sales manager
- ▶ A customized 24-month development plan
- ▶ Exclusive sales and insurance training
- ▶ Recruiting assistance and a collaborative interview process
- ▶ Enhanced ability to market products
- ▶ Salary reimbursement
- ▶ Daily coaching and mentorship

## What is the position?

Each participant's goal is to sell insurance and grow your brand by making sales calls over the phone and in person. This individual will establish relationships with your customers and team through consistent communication, problem-solving and timely follow-up. Focusing on the fundamentals of building rapport, asking questions, sharing the story and presenting solutions, your salesperson will prospect for opportunities, convert leads, gain commitment and drive results. They will learn insurance, create sales habits and consistently focus on their professional development.

## Ideal participants

Candidates should be new to insurance, have limited sales experience and demonstrate the following:

- ▶ Professional presence and energy
- ▶ Strong communication skills
- ▶ Openness to coaching and feedback
- ▶ Organization and discipline
- ▶ A track record of achievement

## What are graduates saying?

"The 50/50 program lays out the groundwork and if you put in the time, the sky is the limit."

"The 50/50 program is the best way to break into a great industry."

"The 50/50 program was one of the most difficult-yet-rewarding experiences of my life."

"My only regret is not starting this program sooner."

"I now know what it takes to be a producer in this business and how to be successful at it."



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