

BHINI 2022 Meeting



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AgentLink™

Join Senia Gramajo in talking about some of the biggest challenges IMOs and BGAs face and best ways to deal with them. Times are changing and so are the methods and ways to reach out to, acquire and activate producers.

DISTRIBUTION GROWTH SESSION

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Agent Link Services:

Scan QR code with smart phone camera and follow instructions on screen to view the latest media kit.



Free Recruitment Articles and Resources:



eBook: A Look into the Black Hole of Agent Recruitment and Activation: What Only 11% of BGAs and IMOs Understand, and How to Avoid Being Among the 89%

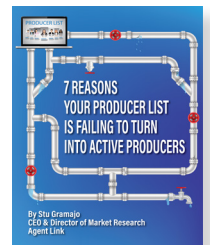
www.AgentRecruitmentAndActivationSecretRevealed.com

In our recent secret shopper campaign, we had a licensed insurance and financial services professional make contact with 130 different BGAs and FMOs from various market segments. Our goal? To answer a question that had been puzzling the founders of Agent Link for a number of years: Why is it that some BGAs, IMOs, and other wholesalers seem to have a much higher conversion rate from leads to contracted agents than others? In our free eBook, we detail the astonishing results and key market insights revealed in our campaign.

eBook: 7 Reasons Your Producer List Is Failing to Result in Active Producers

www.7ReasonsListsFail.com

Is your producer list not delivering the active producers or the premium returns you'd hoped for? While poor list quality is certainly a major reason behind lackluster recruitment results, there are six other reasons you should know about to ensure the success of your advisor recruitment efforts.



Are You Tracking These 3 Essential Metrics in Agent Recruiting?

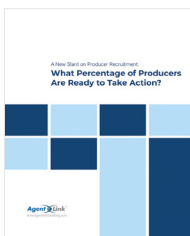
www.AgentRecruitmentMetrics.com

Discover the three high-impact metrics we at Agent Link believe you should be tracking in order to boost your recruitment results. These are powerful metrics that, if you track and improve, will allow you to increase the quality of the agents you contract and grow your distribution, even in this increasingly competitive environment.

How to Increase Your Show Rate and Minimize Prospect Indecision

www.MinimizeProspectIndecision.com

In a survey undertaken with 1,500 agents and advisors across the nation, two big challenges surfaced: appointment no shows and prospects procrastinating due to indecision after presentations. Read our report on what factors are key in addressing these two challenges and exact steps to take to address them in this world of astute consumers whose buying habits and decision making processes have changed.



A New Slant On Producer Recruitment: What Percentage Of Producers Are Ready to Take Action?

www.ProducersReadyToTakeAction.com

What percentage of producers are really open to new opportunities, and what do the other segments of producers who aren't quite "ready to buy" look like? Recruiters, like many sales reps, tend to gravitate toward the "low-hanging fruit" first before circling back with prospects who aren't ready to take action. While this tactic may come naturally, concentrating exclusively on this segment can lead to a critical gap for the majority of brokerage general agencies and IMOs.