



Interview Script for New Applicants

Connection is the conduit for value. Don't Multi task. Be present on the call.

This is your time to select who you will be in business with!

Be in control/Drive the interview and ask questions.

Hey (Applicants name), This is (Your Name) with Symmetry. Are you still available for the next 15-20 minutes for your interview?

Perfect.

Now, were you looking for full or part time?

This let's you know how to relate to them/ easy entry into the interview.

*Phase 1: Discovery

*That's great. Now, what did you see in the Corporate Overview video that made you feel like you would be a good fit for SFG? (what stood out)

Tell me more about that?

Encourage them to talk about themselves in depth.

Don't stop at the superficial (more money, time, freedom) dig into WHY.

Does this person have the characteristics you're looking for in a business partner?

(Self Motivated, Hungry, Honest, Hard Working, Integris)

Tell me a little bit about what you're doing now for work?

What do you like about it?

What Drives Them?

Re-state what you hear in your own words.

What don't you like about it?

Where is the pain and what are they trying to get away from?

*Phase 2: Connect “Me Too”:

What parts of their story do you relate to?

Connect with them on this!

Tell you/your mentor’s story in this business as it relates to what they told you they are looking for.

What they need to hear is the connection between

1- where they are and where you/your mentor are

2- how SFG’s process helped you/your mentor get there (provide HOPE)

It sounds like you are looking for a lot of the same things that I was when I found Symmetry (__ months/yrs. Ago) and what I am looking for are people who are now in the position I was then.

I was looking for a place where I could get paid what I was worth.

I had to find a place where the success of my career didn’t have to come at the expense of my family /life (if single)

I needed an *opportunity* where my results could speak for themselves and I could determine how far I went with the company. I needed to be back in control of my career.

Does that sound like you?

*Phase 3: Commitment

Ok great. Let me tell you what I am looking for.

Have you ever heard of the 80/20 rule? It's the rule that says that the top 20% of your people will produce 80% of your results.

Now, what I am actually looking for is the top 10% that will produce 90% of the results.

Would you consider yourself the top 10%?

If yes, continue.

If no, why not?

Are they still someone you would consider wanting to partner with?

Only continue if your answer to this question is a YES.

The people that have been successful with our company all have a few common characteristics, they are willing to:

Work hard- We must be willing to roll up our sleeves and get dirty!

Work smart- We understand everyone eventually gets tired, so working toward something beyond today's paycheck is critical

They are self-driven

They are self-motivated and

they have Character, which I define as doing the right thing even when no one is looking.

Do those things describe you?

Phase 4: Next Steps / Three Phases

Get them to write this down!

There are 3 phases to the SFG Process. Write these down. Let me know when you have a pen ready.

Okay, Phase 1. Licensing– This should take between 2 days to 2 weeks.

- New agent pass ratios are highest when they take their test in 5-7 days. Once they study beyond 14 days, pass ratios decline significantly. Something like 80%...
- I want you to think of this like a cram course in college. The point is to get a PASSING GRADE - NOT memorize everything.
- Once you pass, we will make sure you learn everything you need.

Phase 2. Learn while you earn– we use a mix of training and in the field experience.

- We want you to be profitable right away and get paid within two weeks.
- This will require you to take action before you feel 100% ready.
- While this may feel uncomfortable, we're here to help you every step of the way. The truth is Symmetry has a system that guarantees results... *if* we follow the system and put in the work!

Phase 3. Build your book of business, build your team, build your Agency–

- Now, I know you didn't come here to find just another sales job, so I will help you build your team with people you identify, as you *provide an example* of someone doing all the right things and following the Symmetry System.

Will you commit to this process?

Phase 5: Paperwork, Licensing, Accountability and Follow up:

Awesome. I will have my Hiring Coordinator send out an email to you with links to the hiring paperwork and next steps in the next few hours.

Again, we're looking for self motivated individuals so who will complete the paperwork within 24 hours.

Do you see any reason you wouldn't get this back to me in under 24 hrs?

How they answer this question gives HUGE insight into their:

- Integrity (doing what we say we will after the emotion passes)
- Maturity as a leader (not over committing/ knowing schedule)
- Hunger (Hungry people eliminate excuses and Get Stuff Done!)

Great, once you get this back, my Hiring Coordinator will be in touch with next steps. I'm excited to work with you and for you to get started, (Name)!

Phase 1:

If applicant hasn't reviewed the video/ website ask "When will you be able to spend 10-20 minutes to review the Corporate Overview and study up on Symmetry?"

If the answer is in an hour or two, you can ask them to text you once they do so you will "see if you can squeeze them into your schedule today yet"

Then hold off on resolving them in the CRM until you interview them or the end of the day, at which point you can select the option that emails them the links to watch the overview and reschedule if they haven't texted you. DO NOT, DO NOT, DO NOT let someone waste your time who hasn't watched the overview. Period.

Phase 2:

If you don't know on a deep level what the person is looking for, stay in Phase 1 until they open up to you. Failing to do this results in a TRANSACTION rather than a commitment. Transactions move on to the next interview. Commitments take action!!

Phase 5:

If Unlicensed say: "After you submit your paperwork, we'll get you the discounted Pre-Licensing code. The course we use typically runs \$200. For those who show us a serious commitment by completing their paperwork in a timely manner, we view you as a business partner by reducing the portion you pay by \$100, so your investment is \$100."

FYI- It takes ~30 minutes to submit everything for fully licensed agents.