

Blueprinters... Recruited & Developed



Jim | New York, NY

Jim was recruited from ADP. Success was inevitable for Jim because of his consistency and drive.

"When the Blueprint team "tapped me on the shoulder" three years ago, I was completely satisfied with my employer and had no interest in looking at other opportunities. All it took was one phone call from Blueprint to give my current employer a chance. If I had not taken that phone call, I would have missed out on an amazing opportunity.

In 2015, I added two deals at around \$285,000 in revenue. Shortly thereafter, I added another \$150,000 and have another \$600,000 in pipeline moving towards closure. I'm forever grateful to the Blueprint team for their ongoing support. Working with Blueprint has been a game changer for me."

Pamela formerly worked in Payroll and PEO services. She has been a prospecting machine from the beginning.

"I was approached and recruited by Blueprint to come into the unfamiliar world of employee benefits. My introduction to Blueprint was a classroom environment with others just like me with a desire to start a conversation, get an initial meeting and win new business. I was coached and mentored throughout the process. Blueprint's weekly live webinars have been very helpful in reinforcing the process. They allow me to collaborate with peers on new ideas and experiences.

With a bit of creativity in getting a "warm" door to knock on and thinking a little more like an advisor and not a vendor or commodity, I have developed a database of over 400 prospects and have closed \$150,000 in new business in the past 4 months. We now have a pipeline of \$500k and an increase of our exposure on social media."



Pamela | San Antonio, Texas

Ben worked in sales and marketing before becoming a producer. His communication skills and ability to get in front of CFO's make him the perfect fit for his current employer.

"Having no industry background before becoming a producer, I was not aware of what I was getting into. With the Blueprint method, I was provided with a systematic talk track which allowed me to engage with prospective clients in a unique way. Blueprint is extremely creative at being able to open doors and for a salesperson the most difficult thing is to be able to generate a quality first meeting. Even though I have nearly 20 years of sales background, the creativity and systematic approach of the Blueprint has allowed me to get a jump start on my career in the employee benefits world.

In under 3 years I have utilized the Blueprint method as my base for my sales techniques and have 22 clients with a reoccurring revenue of \$300,000. This does not include the large pipeline that I am continually feeding, which is the lifeblood of any salesperson's career. I believe the Blueprint method is one of the most effective tools I've ever seen for opening quality doors."



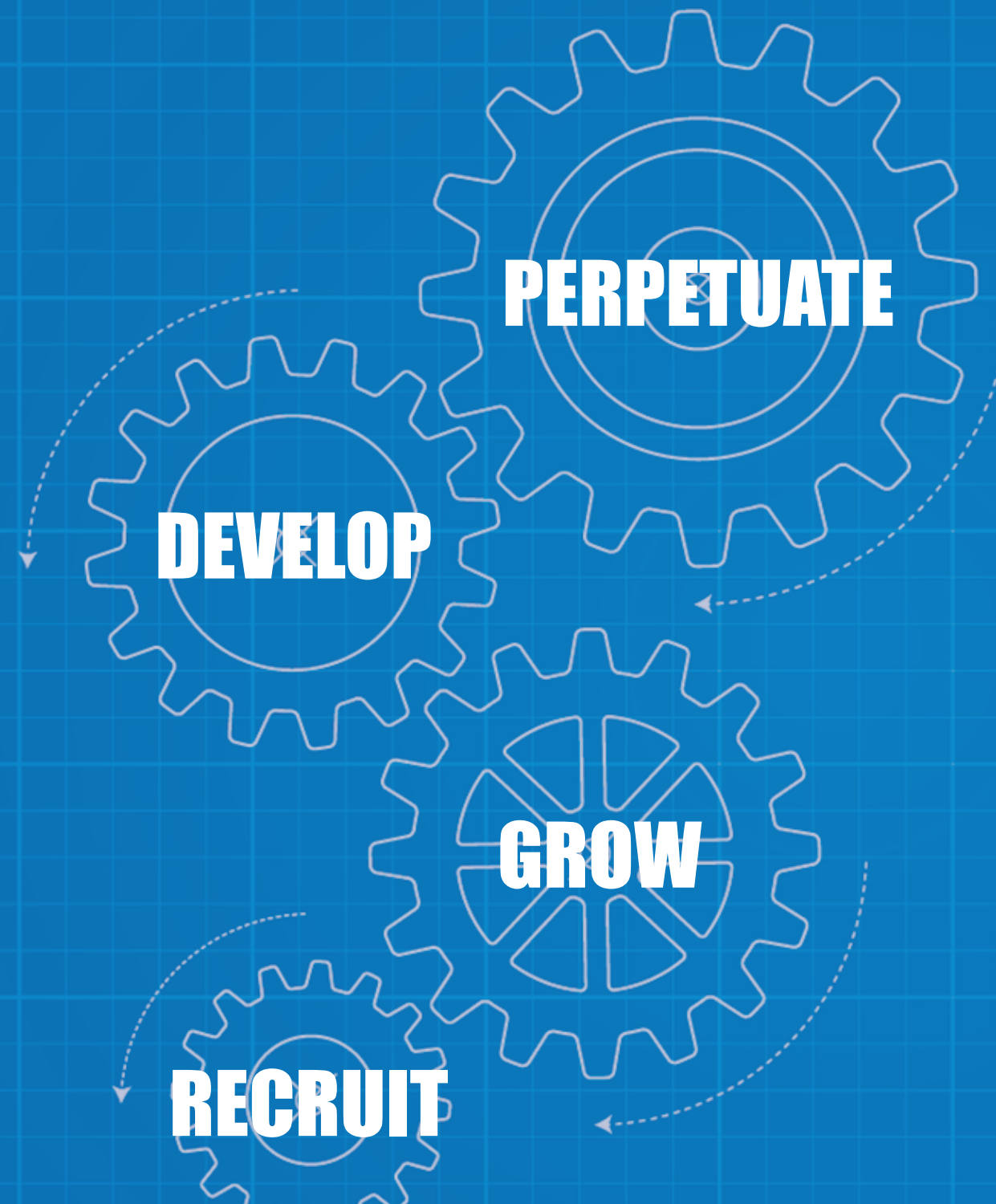
Ben | Anchorage, AK

Blueprint Consulting Group
MAXIMIZING SHAREHOLDER VALUE

Recruiting@BlueprintConsultingGroup.com | 817.404.7015
www.BlueprintConsultingGroup.com

Blueprint Recruiting

DIVISION OF BLUEPRINT CONSULTING GROUP



RECRUITING & DEVELOPING
SALES TALENT
IN THE MODERN ERA

Since 2005 Blueprint Consulting Group has worked with insurance advisors to improve their sales performance and grow their business within a highly structured sales training and coaching program called 'The Sustainable Growth Ecosystem.' Blueprint Consulting Group has trained hundreds of producers in the Blueprint sales process over the past ten years. By working exclusively with insurance advisors, we have developed extensive research on the DNA of a salesperson that fits for our industry.

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Why...

We believe hiring new producers can be a rewarding pathway to growth or a slippery slope. If your recruiting and development process isn't built to foster the right behaviors, it can even be disastrous.

Some common mistakes we believe firms have made historically are:

1. Tapping into the wrong type of candidate pool to get the result they want to achieve by relying more on technical skills than sales skills as their primary skill set.
2. Relying solely on how they feel about a candidate's ability to create opportunities at a high level instead of building this outcome/result into their compensation and incentive plan.
3. Measurement tends to rely on lag indicators (revenue) instead of lead indicators (activities) that are a greater predictor of future growth.
4. A lack of structure and effective sales management in place to monitor sales effort and effectiveness. This often leads to frustration and even resentment if revenue takes longer than expected.

Within the Blueprint model, we have developed a highly structured development process with a compensation model that incentivizes the right behaviors. With 52 weeks of tracking and coaching, each candidate has every opportunity to reach their full potential and each agency shareholder has the peace of mind that their investment will yield a return.



The Recruiting Process...

- We develop a local candidate pool from scratch.
- Most candidates are passive and are selected from industries we believe have the skill sets we desire.
- We place emphasis on a candidate's provable ability to prospect.
- Each candidate goes through two separate interviews.
- Testing is provided by Profiles XT to gain insight into their sales "DNA."
- Only candidates perceived as high performers will be presented.
- We work with our agency clients on an interview process when the candidate is presented.

The Development Process...

- We help the agency with local mentorship
- Goals and Expectations Exercises with candidate and mentor
- Prospecting Strategy Session for the year
- 52 Weeks of reporting and transparency on sales effort and effectiveness using the Blueprint Sales Cycle Dashboard(TM)
- Provide Blueprint Sales Training for new producer and mentor
- Weekly Live Forums with other producers for collaboration and peer-to-peer coaching
- Just-In-Time Coaching (TM) gives each new producer unfettered access to a coach to deal with objections in the field as well as making sure their effort is at the proper level.

Program Fees..

Recruiting and Development Fee: \$13,500 - \$18,500
Recruiting or Development Only: Contact for pricing

Guaranteed Results

We can't predict a person's success but we can guarantee it. Blueprint provides a twelve (12) month replacement guarantee for the searches we conduct as long as our compensation model, sales training, tracking and mentor tracks have been followed.