



# Field leadership series workshop

## Keeping the right people

### The challenge you face

It can cost upwards of \$250,000 to bring one new advisor on board. Good agencies and firms have systematic processes in place to recruit, select, and train the best candidates ... great agencies and firms have systematic processes in place to retain them.

As the industry's field force continues to decline, evidence of proselytizing experienced agents increases. Good agencies and firms monitor the flow of unsolicited offers and try to stop them ... great agencies and firms create value-added support systems so experienced advisor don't give those offers credence.

Your top producers are in high demand. What are you doing to keep them?

### The solution we offer

*Keeping the Right People* reveals the winning strategies high-performing organizations use to retain their top performers.

Based on the best practices of the masters of firm building—whose firms have retention rates well over industry averages—this one-day workshop identifies strategies you can use immediately to strengthen relationships with your top producers and provide the value-added support they say directly impacts retention.

There's no substitute for experience. Don't let yours walk out the door.

You can't stop people from asking producers to leave; you can put practices in place that make them want to stay.

### Raising retention

Great agencies and firms put systematic processes in place to help advisors' achieve their personal and professional goals. *Keeping the Right People* shows you how you too can identify and implement strategies immediately to:

- Understand why producers leave.
- Recognize the sequence of events that lead to departure.
- Provide business and personal support that builds loyalty and retention.
- Customize development to address senior producers' career needs.
- Build lasting relationships with top performers.

### Learn from the best

Facilitated by experienced industry leaders, you'll learn proven best practices of top-performing leaders in the industry. Featured speakers and facilitators include Management Hall of Fame inductees and field leaders whose organizations have earned the Master Agency/ Master Firm/ Master Multiline designation, or you can have your own in-house trained facilitator.

### Get results

During this highly interactive workshop, you will hear best practices and practical solutions from the masters of firm building, share ideas with your peers, assess your current practices and create a customized action plan.

### Contact

For more information, contact [learning@finseca.org](mailto:learning@finseca.org).