



# Introducing Agent Builder™ from IFC National Marketing

IFC has long strived to support our partner agents and agencies with cutting-edge tools, products, and training — all with a touch of family values. In doing, so over the last 10 years, it has become evident that trained talent is nearly impossible to find for many of our existing partners. We have been asked time and time again if we know of someone or if we have ideas on where to find talent. Historically, the answer has been no. Until now.

## Let IFC train and nurture agents for you. What does this mean?

Agent Builder is our custom version of staff augmentation for independent insurance agents. Through this program, IFC will locate and recruit potential agents who are interested in the Insurance and Financial Services industry and will introduce them to you.

If one or more of the candidates interests you, we will begin a month-long bootcamp with your potential hiree(s). During this time, we will plant the seeds for their growth by helping them become licensed, certified, and trained to sell all the Regional and National carriers that are most prominent in Minnesota. This includes products like Hospital Indemnity, Dental, Vision, Part D, and more.

We will nurture their growth training them on Medicare 101 presentations, as well as cold-

calling practice for a Turning 65 lead program. In short, your new agents will be prepared to yield income-producing results by the time they hit your doorstep.

Our team will also train your new agents on various quoting systems, CMS rules and guidelines, and CRM best practices.

We will then end the boot-camp with a CAPS® workshop proctored by our coach, Dave Thesing. CAPS® stands for Communication Awareness & Persuasion Skills training. Participants learn how to use seven specific one-on-one communication skills to ethically influence each prospective buyer so they set appointments and buy the insurance products they need from your new agents.

Graduates will also be invited back for additional boot camps, including but not limited to:

- Individual and group health (including

voluntary and employer paid Group benefits and product marketing;

- Life and annuities marketing and product skills; and
- Long-term care marketing and product skills.

Agent Builder graduates will receive a targeted list of company contacts and relationships (we are expecting company reps to come in throughout the month) so they can begin working on service issues, as well as learning the various carrier systems and presentation materials. **This means that while program graduates will be new to the industry, they will be far from green peas.**

### Getting started: What's expected of you.

The cost to take advantage of the Agent Builder program is \$5,000\*, which pays for the training your new agents will receive. This fee also covers food, lodging for a month and training costs (this is not a money maker for

IFC, as you can guess). In addition to covering these costs, we will give the trainees a \$2,500 stipend for the month.

Beyond the initial training, our expectations for you the “hiring” agent or agency is that you offer some type of pay matching (minimum of the \$2,500 stipend we will pay), plus bonus for a period of at least 3 to 6 months. During this time, IFC will help set sales goals and drive progress for your new agents.

We are incredibly proud to be able to provide a solution to a long-standing obstacle within the industry, and even more excited to make it happen!

\*Unless another arrangement has been reached with the candidate.

**If you have questions or would like to move forward with Agent Builder, please contact us as listed below.**

### Your friends, and now recruiters,



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