

## 2<sup>nd</sup> Interview Script

Do not “pitch” in the 2<sup>nd</sup> Interview. Your role is to help the candidate build confidence through asking questions that illicit a response illustrating how a position with Family Heritage meets their career/life goals.

Do you have any pressing questions before we begin? *(Asking this question let's you hear what has been on their mind the last 24-48 hours. Use your discretion as to whether you answer that question immediately or during the course of the 2<sup>nd</sup> IV. But make sure you answer it.)*

1. As you have seen from the career overview, finding the right FIT is one of the biggest priorities for us and for you. Based on what you know so far, why do you feel like this might be a FIT?

2. Believing in what you do matters; how do you feel about our products? *Slides 1-2 (Listen for relatability or experiences and ask them to share if comfortable.)*

3. How do you feel about walking in to a business or knocking on a door without a pre-set appointment...? Tell me a little more about why you feel that way. *Slides 3-4 (Listen for positive attributes and their level of confidence in themselves)*

☐ What gives you confidence you can handle rejection when you get started?

4. Understanding that this is an ownership position, you set your own schedule; how many hours do you see yourself working here? We have suggested schedules that we know work (share B2B or Traditional market hours here) *(Listen for their commitment to time especially in the first 30 days)*

5. Have you ever been paid based on your performance before? How do you feel about commission/being in control of your income? How does your (spouse) feel? *Slides 5-8 (Keep in mind the commission positions people think about... Real Estate, Life Insurance, Salary + Bonus. Those careers have elongated selling cycles. FHD's selling cycle is 45 mins.)*

6. Monthly Income requirements - Maintain Lifestyle: \_\_\_\_\_ Bare Minimum: \_\_\_\_\_  
*Show slide with the latest bonus opportunity (Triple Cash) AND Quick Start Bonus to further illustrate the different compensation available throughout the year.*

☐ What about our compensation you would like to understand better?

7. Is it important for you to be in a leadership position? Why? Why would you be an effective leader? *Slides 10-12 (Listen for leadership attributes. Don't accept surface level answers. Dig! Where did you learn those traits from? Who is your mentor and what have you learned from him/her?)*

☐ *Leadership vs. Mgmt? / Organic Advancement / We are GROWING!!*

8. Tell me about other careers you're interviewing for right now? What is your timeframe to start? *(If needed, follow-up with why they're interested in those careers so you know what's important to them.)*

9. How interested in this career are you? Why? *(If not 10... "What's preventing you from being at a 10?" This will draw out their concerns that can be addressed)*

6 7 8 9 10

10. What do you believe differentiates you from other candidates we have in the interview process? *(Again, ask the 2<sup>nd</sup> level question. "Tell me about that, can you elaborate...?" Allow them to sell themselves)*

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Key Notes & Score: Personality: 1 2 3 Experience: 1 2 3 Situation 1 2 3 X-factor: 0 1 TOTAL \_\_\_\_\_

How to score a candidate:

Personality/Communication Skills:

1 = Makes you feel like a dentist. (Have to pull teeth for information)

3 = Outgoing, energetic, enthusiastic, relatable, listens without interrupting

Experience:

1 = Little or no experience working with the public

3 = Multiple years of sales/insurance experience with a record of stability.

Situation:

1 = Needs a paycheck next week; Has \$10K in bills per month; Single-parent with little/no support and very strict schedule.

3 = Financially comfortable with low monthly expenses; Can wait 4-6 weeks until first substantial paycheck; can live off of spouse's income early in career.