



AGENCY SUCCESS FACTORS

We have undertaken extensive research to find out what makes an Agency successful, by interviewing over 140 Agents and their staff from different Agencies across the UK. When comparing their practices to their business results, several distinct factors were linked to better business performance. When looking to appoint new Agents across the network, we use these factors in our assessment processes to measure candidates' suitability. We've outlined each factor below, to be used as a guide when attending an assessment centre.

DO YOU CONSIDER YOURSELF TO BE AN OUTSTANDING LEADER?

MANAGING YOURSELF

Attitude: Having a positive attitude towards change; adapting to changing circumstances by accepting new ideas and change initiatives; and being positive in front of the team.

Values: Understanding and upholding the values of NFU Mutual; demonstrating integrity; and having a positive attitude towards the Farming Unions and their members.

Drive: Displaying high levels of energy, expectation and ambition; and recognising the importance of and seeking opportunities for self-development.

Innovation: Looking to do things better by coming up with new ideas and approaches.

Learning: Encouraging a learning approach by learning from successes and failures, and seeking customer and staff feedback.

DOES YOUR TEAM CONSIDER YOU TO BE AN OUTSTANDING LEADER?

MANAGING YOUR TEAM

Leading: Setting a clear direction by sharing your vision with the team; delegating at the right level with support; having a supportive and involving leadership style with regular staff reviews; ensuring that staff feel involved in the business; and placing a high level of importance on coaching and training.

Teamworking: Having an emphasis on teamwork; involving the team in problem-solving and generating ideas; holding focused team meetings; recognising staff to ensure that they feel valued; and providing Agency-based incentive schemes to motivate all team members.

DO YOUR BUSINESS RESULTS REFLECT YOUR LEADERSHIP?

MANAGING YOUR BUSINESS

Customers: Aligning to NFU Mutual strategy by selling all business streams; anticipating customer needs by cross-selling activity that involves the whole team; and ensuring commitments to customers are met.

Entrepreneurship: Having proactive Life and General Insurance new business activity; ensuring that sellers have clearly defined roles, are ring-fenced, sales-targeted and run campaigns; and maximising the value gained from resources to support the Agency.

Planning: Having a clear vision for the Agency in terms of growth, values and behaviour; and having a clearly defined structure within the Agency that has specific roles and responsibilities.

Networking: Building good relationships with customers and prospects through different networks; placing a positive value on support provided by NFU Mutual (both regionally and centrally); and assessing how these can add value to the Agency.



NFU Mutual