**SMRA PROGRAM KEYS TO SUCCESS**

1. Mold the program to what your business needs
   1. Adjust the hiring and training process depending on what areas need growth
      1. Do you need to tap into more networks? Missing specific ones?
      2. Do you need high level callers?
2. Treat your recruiting team the way you treat your sales team
   1. Shift kick-off resemble team meetings
   2. Recruiting assistant group chat to drive camaraderie and competition
   3. Hold them accountable and challenge them to get better
3. Hourly position
   1. Employee vs. independent contractors
   2. Schedules are not flexible and must be met
4. Quality over quantity
   1. They are ambassadors for the brand that is your office… recruit accordingly!
   2. SMRA should be sharper than the sales reps you are trying to recruit
5. Have fun!
   1. Training should be highly engaging and establishes relationship between SMRA team and manager
   2. This should extend onto shifts kick-offs and any meetings or live convos… the more fun they have with manager and team the higher the results will be with the recruits they are engaging with