

Pre-Interview Presentation (PIP)

P L A Y B O O K

How to do an effective Pre-Interview Presentation



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What is a “Pre-Interview Presentation?”

A Pre-Interview Presentation is a presentation (online or in person but most effective in person) that shares the opportunities available through metro. It includes an overview of the success of the company, the size of the market, the need for the important service provided by metro, and the career opportunities available through metro.

- Schedule appointment in a quiet location to eliminate distractions.
- Have presentation equipment Laptop or flip chart.
- Bring a senior manager or any other 3rd party with you. 2 on 1 PIPs are best.
- Build Rapport first 10 mins before start. Ask about them and listen.
- **METRO SURVEY** before beginning
- Start promptly (One Hour Presentation max)

1. Open:

- A. Thank them for their time
- B. “This may or may not be for you and I’m fine with it either way”
- C. “I’m not here to sell you, but to simply plant some seeds”.
- D. Share 2 Min. Testimonial (Personal Story/Why/Service Testimony)

2: If a 3rd Party is with you: Have them share a short testimonial on their experience so far w Metro either as a client or Rep

3. INTRODUCE Metro and present the Pre Interview Presentation

“Our goal tonight is to help you understand insurance from a perspective you may not have ever seen it before. This information alone can help you not only save money but also protect your biggest assets, your home and your health. Most importantly you will have enough information to recommend me to others who could benefit from our services.

- Present Presentation
- During presentation, demonstrate some of the professional tools to build credibility and show professionalization

4. CLOSE:

“Thank you for your time in attending. We are confident you have seen something that can benefit others and may possibly have seen something that we can help others with now.

“What was the most enlightening part for you from the presentation?”

On a scale of 1-3, where do you land?

- 1. I will give referrals
- 2. I would love a PCR and Asset protection assessment in my home
- 3. I am interested In learning more about being a claims rep / public adjuster and start the qualification process

Open up for Questions (Have Flip Chart available for Reference.)

5. Have them complete the following:

- A. Book a PCR inspection at their home before they leave
- B. Ask for referrals by giving them the referral and power partner worksheets to each attendee.
- C. If they are a 3, schedule a Launch event for them in their home or business.

6. Meeting After the Meeting: thank them for their time and Take a photo:

- ☐ Post the photo in the Metro Community Group to inspire others..

Prepare before presentation:

- Metro Survey
- Flip Chart or approved Powerpoint on a laptop
- Tool Kit. Chem sponge, Moisture meter, Caliper, Digital measure, Straight Edge Level, High Lumen Flashlight
- Power Partner worksheet
- Referral worksheet

Benefits of a Pre-Interview Presentation:

- People can simply evaluate so they can be informed enough to recommend people.
- In a home is where people are most comfortable
- People will come to support their friend/family
- Opportunity to collect survey, referrals and power partner worksheet
- Identifies potential new hires
- Builds speaking and presentation skills