



CASE STUDY

Designing a Structured Recruitment
System for a Financial Advisory
Team

OVERVIEW

Recruiting financial advisors is notoriously difficult. Many candidates are unfamiliar with the profession, skeptical of commission-based income models, or uncertain about how the career actually works.

At the same time, the role requires a unique mix of entrepreneurial mindset, relationship-building ability, and long-term commitment, meaning not every candidate will be a strong fit.

BACKGROUND



The advisory team operates under a large financial services organization and relies on Unit Managers (UMs) to recruit new advisors. Recruitment traditionally happens through personal networks, referrals, or opportunistic outreach.

However, without a defined recruitment structure:

- candidate sourcing was inconsistent
- messaging lacked clear positioning
- there was limited visibility on recruitment progress
- leadership had no standardized tracking framework

The objective was to move recruitment from ad hoc effort to a structured and trackable system.

CHALLENGES

Recruiting financial advisors in the Philippines presents several structural challenges. Financial literacy in the country remains relatively low, and insurance products are often perceived as optional rather than essential financial planning tools. At the same time, commission-based roles are often misunderstood by job seekers, sometimes associated with aggressive sales environments.

Unstructured recruitment pipeline

Recruitment depended largely on informal networks and personal outreach. This made it difficult to scale sourcing efforts or ensure candidate quality.

Generic recruitment messaging

Without defined target segments, messaging was often broad and failed to resonate with specific candidate motivations.

Lack of recruitment performance visibility

There were no standardized tools to track leads, seminar attendance, licensing progression, or advisor activation.

Operational dependency on individuals

Recruitment performance varied depending on each Unit Manager's personal initiative rather than a shared system.

No incentive scheme

As recruitment is technically not part of an agent's responsibility, they lack the motivation to deliver something extra as incentives rewarded long-term outcomes rather than early recruitment effort.

SOLUTIONS

A recruitment framework was designed around three pillars:

- a. Build a structured recruitment funnel
- b. Assign clear ownership of recruitment activities
- c. Align incentives with early recruitment milestones

CREATING A RECRUITMENT FUNNEL

The first step was defining a clear recruitment journey that mapped how candidates progress from initial contact to advisor activation.

The funnel included five stages:

Discovery

Identifying potential recruits through referrals, social media, and professional networks.

Contact and Interest

Initial conversations, information sessions, or informal introductions to gauge curiosity about the role.

Evaluation

Candidates attend seminars or introductory sessions to better understand the advisor career path.

Licensure

Candidates complete licensing requirements and demonstrate intent to continue.

Commitment

Candidates become coded advisors and begin building their practice.

Each stage included measurable indicators to help the team track recruitment momentum.



DEFINING TARGET RECRUITMENT PROFILES

Instead of casting a wide net, the strategy focused on four candidate segments with strong potential alignment with the advisor role.

Fresh Graduates

Young professionals seeking independence, financial knowledge, and early career differentiation.

Career Changers / Mid-Career Professionals

Individuals seeking greater autonomy, flexibility, or an alternative career path after corporate experience.

Retired or Pre-Retirement Individuals

Professionals looking for meaningful work that allows them to stay active while sharing life experience.

Sales Professionals / Brokers / Gig Workers

Individuals already comfortable with relationship-driven and commission-based environments.

Segmenting the target audience allowed recruitment efforts to be more focused and relevant.



DEVELOPING MESSAGING DIRECTION

To support recruitment outreach, C4B Strategies created a Funnel and Messaging Direction Guide that translated candidate motivations into messaging ideas.

Rather than providing fixed scripts, the guide offered thought starters aligned with each candidate segment's motivations and mindset.

For example:

- fresh graduates respond well to messages about financial literacy and personal growth
- mid-career professionals respond to autonomy and career reinvention
- retirees resonate with mentorship and legacy-building
- sales professionals value the opportunity to apply existing relationship skills

These messaging prompts can be adapted for: recruitment presentations, social media outreach, seminar invites etc.



EXPANDING LEAD SOURCING

The strategy also outlined practical sourcing methods to expand recruitment beyond personal networks. Three key sourcing channels were recommended:

Internal Networks

Encouraging advisors and Unit Managers to map potential candidates within their personal and professional circles.

Social Media Prospecting

Using platforms such as LinkedIn and Facebook to identify individuals experiencing career transitions or life-stage changes.

Digital Presence

Encouraging advisors to maintain visible and professional online profiles to build credibility with potential recruits.

These approaches help create a more consistent pipeline of potential candidates.



CLARIFYING RECRUITMENT OWNERSHIP

Recruitment momentum often stalls when responsibilities are unclear. The strategy proposed a structure with defined roles:

Unit Managers

Responsible for building their advisor teams and mentoring recruits.

Sales Manager

Oversees recruitment targets and overall pipeline performance.

External Recruiter (Temporary Role)

Coordinates lead sourcing, maintains recruitment trackers, and conducts initial candidate conversations.

This structure ensures recruitment remains active even when advisors are focused on sales.



ALIGNING INCENTIVES WITH RECRUITMENT BEHAVIOR

To encourage early-stage recruitment effort, a staggered incentive structure was proposed.

Instead of rewarding only final outcomes, incentives could be distributed across earlier milestones such as:

- seminar attendance
- licensure exam completion
- advisor activation

This approach recognizes recruitment effort earlier and helps sustain motivation across the process.



STRATEGIC VALUE

Recruitment is often treated as a secondary activity within sales-driven organizations. However, sustainable growth requires a steady pipeline of capable people entering the system.

By introducing structure, clear messaging, and measurable indicators, the recruitment process becomes more manageable and transparent.

Rather than relying solely on individual initiative, the team now has a framework that supports recruitment as an ongoing and trackable business process.

OPERATIONAL OUTPUT

The engagement produced a set of tools designed to support a more structured recruitment process.

Key deliverables included:

- Recruitment Strategy Framework
- Target Recruitment Profiles
- Recruitment Funnel Structure
- Messaging Direction Guide
- Lead Tracking System
- Recruitment Performance Tracker
- Incentive Structure Recommendations

Together, these tools provide the advisory team with the foundation to transition from informal recruitment efforts toward a structured and measurable recruitment pipeline.



LET'S WORK TOGETHER

Inspired by this success story?
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journey toward outstanding results.



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