

## MDRT/GAMA INTERNATIONAL MENTORING PROGRAM

**MDRT and GAMA International joined forces in 1995 to create a mentoring program to improve individual and industry productivity and profitability.**

The enrollment kit that is provided to a mentoring team once they submit the enrollment forms and fee of USD 150 contains an instructional video and the most current Annual Meeting highlights video. Also included are the Agreement Forms and two Personal Profile Systems. The MDRT/GAMA International Mentoring Council suggests that the mentor and aspirant (who aspires to Million Dollar Round Table [MDRT] membership) complete the Personal Profile System that is designed to facilitate communication between the two. Share the profile results with each other.

Using the agreement forms included, begin to structure your mentoring relationship, tailoring it to suit your needs. The forms are designed to guide new teams and provide a place to record the team's decisions on a variety of issues.

### **Agreement Checklist**

The items listed on the checklist are comprised of issues that could cause problems in a mentoring relationship. Take the time now to address each item.

### **How often will the mentoring team meet?**

The program is adaptable and flexible. There can be many different mentoring relationships. Determine one that will work for the team.

**What should be in the contract?** What is the future for the aspirant and mentor? Is there going to be joint work? Should there be opportunities to work together? If so, how often? What is the joint work relationship going to be?

1. If the expectation of either the aspirant or the mentor is not the same, problems will arise in the relationship.
2. Establish guidelines before the relationship begins. Will there be split commissions? On what basis?
3. Address the issues before you begin.

**Specific objectives and obligations of the mentor and aspirant.** What are the aspirant's expectations? How will prospecting be handled. Who will do the prospecting? What are the mentor's expectations? What is the work ethic? How many interviews will take place in a week? What are the reporting procedures? How many joint calls will there be?

**Management Involvement.** The aspirant's manager may want to oversee some of the relationship to make sure that the process does not break down. Will the manager be involved in the mentoring relationship?

**Prospecting Sources.** There are mentoring relationships where all of the prospecting activity is a commitment to the aspirant. There are others that are almost the opposite. Whatever works for the team is right. Will the aspirant develop all of the leads? Should they be new leads? Should they be leads the aspirant already has? Should the team do some joint prospecting? Should the team do some joint direct mail?

**Ethics of the Relationship.** This has always been important for members of the Million Dollar Round Table, but today, with compliance, it is vital.  
<http://www.mdrt.org/ethics.html>

**Term of the Relationship.** What is the duration of the relationship? Two years? Is it the beginning of a potential successorship relationship for the mentor where it can work into professional practice continuation?

**Written Agreements.** Get it on paper. Mentoring will only work if there is a complete understanding in the beginning and it is recorded.

**Post-Relationship Agreements.** What happens to the business that is written during the mentoring process? If there were joint calls, who keeps the client? Who is paid for the renewals on the business? What happens if referrals come from cases that were sold during the mentoring relationship? Who is paid for those sales? What about future sales from people already sold who have become clients? Who will handle that client? What happens if the mentor or the aspirant becomes ill, retires, quits, gets out of the business or fails? The agreement forms address these situations.

**Successorship.** Mentoring can be a short-term relationship. If there is a possibility of a longer-term relationship, make sure both the aspirant and mentor agree to the prerequisites.

**Accountability to MDRT and GAMA.** Mentoring works best with accountability. Successful mentoring teams report their activities. Send the reports in a complete and timely way.

**Referrals.** What happens to referrals during the relationship and when it ends? Who do the referrals belong to? Be sure to address the issue.

The checklist prepares you to complete the agreement forms.

### **Agreement Forms**

**Duration of the Relationship.** The program has been successful because **it is flexible**. It is as flexible as the team makes it. The program is designed so that anyone in it can remain for a maximum of three years. But from the point of view of monitoring and participating, the MDRT/GAMA International Mentoring Council is interested in getting every aspirant to qualify for MDRT. The aspirant should expect to make MDRT membership in three years. The team should have a time defined so that the relationship can end if it is not correct and can be renewed if it is. The council suggests a one-year minimum. If the team wants to make a lifetime agreement because of successorship, for example, it should be recorded on the agreement forms.

**Frequency of Meetings.** Agree on how often the team will meet. Be realistic in your commitment.

**Approximate amount of time to be invested by the mentor.** There are going to be mentors who do not have time to work with the aspirant. Mentors should not promise more than they are prepared to do. Meeting half a day, one interview a week, or one long luncheon are all acceptable. The aspirant and the mentor should determine the rules and record them on the agreement form.

**The specific role of the mentor.** What is the mentor going to do? The mentor should determine what the reason is that the aspirant has not already qualified for MDRT. Is it call reluctance, ineffective sales presentations, poor closing, poor work ethic, poor discipline, poor record keeping and not enough education? What is the mentor going to do to help the aspirant qualify for MDRT?

The goal for being in the program is for the aspirant to qualify for MDRT membership. The aspirant may hope to learn market development; he or she may wish to move into upscale markets.

**Action Plan.** The action plan is divided into multiple categories. Address each of the categories together to determine their importance. Use the Action Plan to determine your business plan.

**Monthly Mentoring Monitor Report.** The monitor is to be completed on a monthly basis. The form is included in the enrollment kit with the agreement forms. The 1995 Mentoring Pilot study determined unequivocally that accountability is necessary in a mentoring relationship, and the council learned that successful teams report. Reporting is the aspirant's responsibility. The monitors can be reported online at <http://www.mdrdt.org/benefits/mentoring/monitor/index.cfm>, faxed to 1.847.518.8921 or mailed to 325 West Touhy Avenue, Park Ridge, IL 60068, USA. Aspirants who report on time (by the 20<sup>th</sup> of the month following the month being reported) may order a complimentary MDRT audio presentation and use of an MDRT video presentation for three weeks.

**Good luck with mentoring!**