

EMPLOYER VALUE PROPOSITION SAMPLE: Sales Agent

Position Title		Sales Agent	
#	Motivator	Employer Value Proposition	Proof Points
1	Back office support that creates repeat and referral customers	If you work hard, you can hit 6 figures.	<ul style="list-style-type: none"> ● Success story from an existing Sales Agent including recent earning stats ● Current market data ● Commission splits
2	Lead generation systems providing high earning potential	We have a proven process for converting online leads.	<ul style="list-style-type: none"> ● Zillow optimizations ● Call routing ● Top-notch administrative support
3	Seeing a path for growth through mentorship	Employee growth = company growth.	<ul style="list-style-type: none"> ● Leadership development program for all employees ● In-office lending library ● Industry certifications paid for

EMPLOYER VALUE PROPOSITION TEMPLATE

Position Title			
#	Motivator	Employer Value Proposition	Proof Points
1			
2			
3			