

CATALOG



- Publications
- Sales Tools

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Selection and Recruiting Publications*

Management Selection Interview Guides*

Benefits and Features

The *Management Selection Interview Guides* uncover key details about each candidate's background that are directly linked to future management success. These guides review key techniques for conducting successful interviews. They can be used when interviewing potential managers and functional specialists such as agency/branch managers, assistant managers, and recruiting specialists.

The interview guide for candidates with little or no experience in financial services sales management explores

- ▶ Interpersonal skills, such as communicating and counseling
- ▶ Leadership skills, such as motivating, rewarding, delegating, and planning

The experienced-manager version asks candidates to provide information about their experiences in

- ▶ Recruiting and selecting staff
- ▶ Sales assistance and support
- ▶ Training
- ▶ Field office development
- ▶ Performance management
- ▶ Business management

Availability

United States, Canada, the Caribbean, Ireland, and the United Kingdom

PRICES: 5-24 copies, \$5.00 each; 25-249, \$4.00; 250-2,499, \$3.00; 2,500 & over, \$2.00

Form A for inexperienced candidates • ORDER #0563

Form B for experienced candidates • ORDER #0485

Should a College Graduate Consider Selling Insurance?

Designed to help overcome the bias that college youth may have against insurance selling as a career, this straight-talking booklet answers questions about the agent career and deftly responds to some typical objections.

PRICES: 10-999 copies, \$1.00 each; 1,000 & over, 75¢ (15 pages)
ORDER #0334

Minimum order of 10 copies

Market Opinion Survey*

Benefits and Features

This important retention-boosting tool allows candidates to "try on" a career in financial services sales by helping them contact and interview people who may be part of their market. It contains telephone tips, including advice on handling objections; space for listing 10 acquaintances and 10 referrals to approach; and 10 interview guides. These interviews allow candidates to pose key questions about insurance ownership and beliefs. When candidates have completed the *Market Opinion Survey*, they will be able to

- ▶ Use the telephone to secure appointments
- ▶ Conduct client interviews
- ▶ Ask for referrals
- ▶ Learn the feelings that people have about insurance and insurance sales representatives

Availability

United States, Canada, and the Caribbean. The *Market Opinion Survey* should not be used in North Carolina.

PRICES: 5-24 copies, \$6.00 each; 25-249, \$5.00; 250-2,499, \$4.00; 2,500 & over, \$3.00 • Includes Candidate's Guide and Manual and Evaluation
ORDER #0829

Building a Culture of Success

Building a Culture of Success not only defines culture, it also helps you to understand the critical role culture plays in your field office's success. *Building a Culture of Success* provides a profile of successful culture, shows how you can positively influence culture, and gives specific examples of culture in action.

PRICES: 1-49 copies, \$15.00 each; 50 & over, \$10.00 (106 pages)
ORDER #0243

Great Recruiting Ideas

The Idea Book

From 3,000 recruiting ideas, LIMRA has culled the best 150. All ideas have earned acceptance through their successful use by field managers.

PRICES: 1-49 copies, \$15.00 each; 50 & over, \$10.00 (119 pages)
Order #0834

Personal History Form*

Benefits and Features

This customizable application form and information-gathering tool provides interviewers with vital facts about each candidate's

- ▶ Work experience
- ▶ Education
- ▶ Sales skills and abilities
- ▶ Financial product ownership
- ▶ Financial services sales opinions and expectations
- ▶ References

The *Personal History Form* can be used with both inexperienced and experienced sales candidates.

Availability

United States, Canada, and the Caribbean

PRICES: 5-24 copies, \$1.00 each; 25-249, 90¢; 250-2,499, 75¢; 2,500 & over, 60¢

ORDER #0558

Canadian version available on a royalty basis.

Qualifying Interview*

(Formerly *The Initial Interview*)

Benefits and Features

Completely revised in 2001, this four-page interview guide helps managers quickly eliminate clearly unqualified candidates before administering any selection tests or conducting in-depth interviews. It is suitable for use with any LIMRA or non-LIMRA employment test. This interview should take 15 to 20 minutes and can serve as an introduction to your selection process.

Qualifying Interview allows managers to quickly learn about candidates' persuasiveness, achievement drive, interpersonal understanding, and initiative and persistence. It includes an evaluation form that helps interviewers rate each candidate and decide whether to continue the selection process.

Availability

United States, Canada, and the Caribbean

PRICES: 5-24 copies, \$1.00 each; 25-249, \$.90; 250-2,499, \$.75; 2,500 & over, \$.60

ORDER #1673

QLR: Quantum Leap Retention

High retention is possible!

If you could double your retention rate, would you? You *can* by applying the QLR concept, which shows that high retention is possible if you are determined to do the things that will produce it. The most important determinant of retention is the manager. QLR puts each function of field management — recruiting, pre-contract, selection, training, supervision, and marketing — under the retention microscope, applying the latest research and practical experience to each. It offers a complete and practical retention improvement program that is guaranteed to get results.

QLR includes insights and processes from field managers who have attained extremely high retention — retention rates that are double the industry average. Retention is a cornerstone of profitability. With QLR, you will significantly improve both.

PRICES: 1-49 copies, \$15.00 each; 50 & over, \$10.00 (116 pages)

ORDER #0236

Recruit the Best!

How to Find Tomorrow's Top Producers

Recruit the Best! How to Find Tomorrow's Top Producers provides detailed information on the best sources of quality recruits, as well as how to develop a recruiting system that will ensure success.

Recruit the Best! includes

- ▶ Techniques for finding top producers
- ▶ Information on ethnic-market recruiting
- ▶ Methods for ensuring continuous agent referrals
- ▶ How to recruit through middle managers
- ▶ Nine sources for target-market recruiting
- ▶ Field-tested recruiting tools
- ▶ A research perspective on how the top field offices recruit

Recruit the Best! is used by more than 120 companies.

PRICES: 1-49 copies, \$15.00 each; 50 & over, \$10.00 (41 pages)

ORDER #0518

Recruit to Retain

Mastering the Key to Building a Productive Sales Force

Recruit to Retain is the ultimate recruiting reference tool. This book contains 19 chapters filled with valuable insights and practical ideas from many of the industry's "master" managers as well as LIMRA experts.

Topics covered include

- ▶ Recruiting the right people
- ▶ The best candidates
- ▶ The agent recruiting plan
- ▶ Recruiting experienced vs. inexperienced candidates
- ▶ Putting recruiting on automatic
- ▶ Recruiting for a profession
- ▶ Target-market recruiting
- ▶ Recruiting in rural areas
- ▶ Educating centers of influence

PRICES: 1-49 copies, \$15.00 each; 50 & over, \$10.00 (68 pages)
ORDER #0497

Selection Interview Guide*

(Formerly *Initial Selection Interview Guide*)

Selection Interview Guide for Students*

(Formerly *Student Selection Interview Guide*)

Selection Interview Guide for Experienced Candidates*

(Formerly *Advanced Selection Interview Guide*)

Benefits and Features

Using recent research on basic success factors for careers in insurance and financial services sales, LIMRA completely revised its interview guides in 2001. These in-depth, behavior-based interview guides help interviewers assess each candidate's sales success potential. Past performance is the best predictor of future performance, and the questions in these guides give interviewers a better understanding of how candidates have acted in specific situations and the outcomes of their actions, uncovering potential strengths and weaknesses that are directly linked to future sales success.

The opening questions cover the candidate's background and current situation. Then the interview focuses on six key sales success factors:

- ▶ Persuasiveness
- ▶ Achievement drive
- ▶ Initiative and persistence
- ▶ Interpersonal understanding
- ▶ Customer-service orientation
- ▶ Self-confidence

Questions for each of these factors include rating benchmarks to help interviewers evaluate responses and identify potential strengths and weaknesses.

The new interview guides consist of a 9" x 11½" folder in a binder that contains a spiral-bound interview guide and a 50-sheet pad of Candidate Evaluation Forms, one sheet of which should be used for each interview for taking notes and evaluating responses. A 50-sheet pad of Candidate Preparation Guides is also included for interviewers to give to candidates at any time before the interview, allowing them to think through their past experiences and select ones for discussion that best exemplify their skills and abilities. Professionals from LIMRA's Assessment Solutions unit are available for training sessions on using interview guides.

Availability

United States, Canada, and the Caribbean

PRICES: 5-24 copies, \$50.00; 25-249, \$45.00; 250-2,499, \$40.00; 2,500 & over, \$35.00

**Selection Interview Guide (for inexperienced candidates)
ORDER #1566K**

Selection Interview Guide for Students • ORDER #1645K

Selection Interview Guide for Experienced Candidates • ORDER #1672K

Replacement pads:

PRICES: 5-24 copies, \$5.00; 25-249, \$4.50; 250-2,499, \$4.00; 2,500 & over, \$3.50

Candidate Evaluation Form for Students • ORDER #1645CEFPAD

Candidate Preparation Guide for Students • ORDER #1645CPWPAD

Candidate Evaluation Form • ORDER #1566CEFPAD

Candidate Preparation Guide • ORDER #1566CPWPAD

Evaluation Form for Experienced Candidates • ORDER #1672CEFPAD

Preparation Guide for Experienced Candidates • ORDER #1672CPWPAD

*Guarantee Policy for Selected Publications

If you are not fully satisfied with your recruiting or selection product purchase, you may return it in salable condition within 30 days of purchase for refund or credit, or within 90 days of purchase for credit only. A 20 percent handling fee will be charged on any returns. Customized materials are not returnable. Please call Customer Service at 800-235-4672 for simple return instructions.

Management Tools

LIMRA's MarketFacts Quarterly

LIMRA's *MarketFacts Quarterly* features in-depth, timeless articles devoted to the critical issues of the day, including such topics as distribution, technology, marketing strategies, retirement, globalization, demographics, financial integration, and products and services.

PRICE: \$59.97 for U.S. member company branch/field personnel; \$74.97 for member company branch/field personnel outside U.S.; and \$500 for nonmembers. Discounts are available for large orders of one issue.
Order #0L11

Looking Ahead

The Complete Agent Planning Tool

Field managers use this comprehensive planning tool to plan, evaluate, control, and analyze every aspect of the producer's job. *Looking Ahead* covers

- ▶ The producer's personal financial goals for the coming year
- ▶ Monthly and weekly activity requirements to achieve goals
- ▶ Self-improvement plans
- ▶ Prospecting (a thorough inventory of prospects and centers of influence, nests to develop, and policyowners to see)
- ▶ Record-keeping for every aspect of the sales process, from seen calls to sales results and call-close ratios

Producers also use *Looking Ahead* to schedule and record direct mailings. Records can be kept for life insurance and three other lines of business.

PRICES: 1-99 copies, \$4.00 each; 100 & over, \$3.00 (68 pages)
ORDER #0508

Outcomes: A Different Approach to Motivation

You already know that each of your people is motivated by different rewards or outcomes. *Outcomes* is a test that tells you what these motivators are. Managers use *Outcomes* to create a better atmosphere in the field office, establish empathy with producers, increase a sales force's motivation, and open up lines of communication.

Researchers have identified 12 specific "outcomes:" independence, recognition, achievement, leisure time, power, prestige, money, pressure, self-esteem, family life, security, and personal growth. LIMRA's Agent Development Committee applied these 12 outcomes to the insurance industry and determined the behaviors that identify a particular individual's desired outcomes and what supervisory techniques can be used to take advantage of these outcomes.

PRICES: 1-49 copies, \$10.00 each; 50 & over, \$8.00 (31 pages)
ORDER #0007

Sales Publications and Training

The Magic of Life Insurance

The Magic of Life Insurance reinforces the value of life policies by emphasizing the security that life insurance has provided to millions of beneficiaries.

This booklet and audiotape present

- ▶ How to estimate human life value, and why it's important
- ▶ A collection of inspirational stories from people who have benefited from life insurance
- ▶ Testimonials from legendary producers whose life insurance convictions have shaped their lives and the lives of their clients
- ▶ More than 50 power phrases that help convince prospects of the need for life insurance

The Magic of Life Insurance will make all producers believers in the value of life insurance.

Use *The Magic of Life Insurance*

- ▶ In precontract and new-agent training
- ▶ With recruits
- ▶ To motivate producers to sell more life insurance

PRICES: Booklet: 1-49 copies, \$6.00 each; 50 & over, \$4.00 (70 pages)
ORDER #0217

Referrals: Every Time

More Referrals = Higher Productivity = Higher Retention

Referrals: Every Time will help producers secure at least three referrals on every sales call and help them develop a referral system that virtually guarantees a continuous stream of quality referrals.

The material contained in *Referrals: Every Time* is derived from research, the experience of successful field practitioners, and the industry's "referral masters."

Chapters include

- ▶ The Mechanics of Referrals
- ▶ The Psychology of Referrals
- ▶ Referrals and Marketing: One and the Same
- ▶ A Case Study: The Power of Referrals
- ▶ 15 Ideas for Generating Referred Leads

PRICES: 1-49 copies, \$10.00 each; 50 & over, \$8.00 (56 pages)

ORDER #0516

The Trusted Advisor

Go Beyond Being a Personal Agent

Every producer needs a copy of *The Trusted Advisor* because the single most important ingredient to insurance sales success is trust.

- ▶ Why building trust begins during prospecting and continues through every step of the sales process
- ▶ The one overriding factor that must take absolute precedence during fact-finding
- ▶ The five Rs of service that ensure a continuous stream of lifelong clients

Prospects don't want a pushy salesperson to pressure them to buy life insurance. Today they want someone they consider to be their personal advisor — their trusted advisor.

Use *The Trusted Advisor*

- ▶ As a perfect complement to *Are You in Compliance?*
- ▶ As part of an ethics/compliance kit or program
- ▶ In precontract and new-agent training
- ▶ To encourage and improve ethics practices

PRICES: 1-99 copies, \$4.00 each; 100 and over, \$3.00 (56 pages)
ORDER #0202

A free trainer's guide for *The Trusted Advisor* is available on request

ORDER #0206

The New-Agent Survival Manual

by Edwin R. Cohen, CLU, ChFC

Excerpted from the Foreword

What are you looking for when you come into the life insurance business? I suspect that you are looking for a number of things, just as I was nearly 40 years ago . . . As you stand on the threshold of this business, you are probably filled with apprehension. You may feel as though you are looking down a dark tunnel. I will through the pages of this book, light that tunnel.

Most of you will come into this business with high hopes and great aspirations for success. Unfortunately not all of you will succeed . . . Many of you will succeed. And it's to those who have that burning desire to succeed that this book is dedicated.

PRICES: 1-99 copies, \$7.00 each; 100-999, \$5.75; 1,000 & over, \$4.75 (56 pages)
ORDER #0894

Sell Smart

The key to success in selling life insurance is understanding your customers. That means knowing what it will take to fill their needs, give them peace of mind, and make their dreams come true. That is the focus of *Sell Smart: An Agent and Financial Advisor's Guide to Understanding Customers in Southeast Asia*.

Sell Smart is a slim, 34-page text that can be read in half an hour but can change a producer for a lifetime. It is based on years of global research by LIMRA, but emphasizes what LIMRA has learned about customers in Southeast Asia and what motivates them to buy. However, *Sell Smart* is not just theory. It contains lists of specific actions that producers can take to increase sales.

PRICES: 1-99 copies, \$4.00 each; 100-999, \$3.00; 1,000 & over, \$2.25 (34 pages)
ORDER #0270

Prospecting Tools

Business 100

Business 100 is the perfect tool to help new or experienced producers crack the small-business market.

Small-business owners are ideal prospects for business-related and individual insurance sales. *Business 100* helps a producer list 100 qualified prospects so that he or she can get off to a fast start in this lucrative market. In addition, it helps producers to

- ▶ Expand their prospecting reach
- ▶ Overcome call reluctance
- ▶ Generate business referrals in addition to personal sales and to accelerate entry into the large-case market, resulting in increased productivity and income

PRICES: 1-24 copies, \$3.50 each; 25-249, \$3.00; 250-2,499, \$2.50; 2,500 & over, \$1.50 • ORDER #0022

A free guide, *How to Use Business 100*, is also available. ORDER #0028

College 100

College 100 helps new and experienced producers enter the education-funding market by helping them determine 100 qualified prospects on which to call.

College 100 asks the producer to qualify each prospect according to number of children, years until those children enter college, possible contributions by grandparents, whether the prospect attended college, household income, and more — all the critical information the producer needs to successfully enter this market.

PRICES: 1-24 copies, \$3.50 each; 25-249, \$3.00; 250-2,499, \$2.50; 2,500 & over, \$1.50 • ORDER #0440

A free guide, *How to Use College 100*, is also available. ORDER #0442

Upscale 100

Upscale 100 is a market development guide that has producers list and qualify 100 prospects who qualify as being affluent. It can be used by managers to determine whether a prospective producer should prospect in the upscale markets and, if so, which specific markets.

PRICES: 1-24 copies, \$3.50 each; 25-249, \$3.00; 250-2,499, \$2.50; 2,500 & over, \$1.50 • ORDER #0456

A free guide, *How to Use Upscale 100*, is also available. ORDER #0491

Project 100

The Industry's Leading Prospect-Identification Tool

Guarantee new producers an immediate market with the market-identification guide that has been a best-seller for years.

Project 100 provides spaces for the names of 100 prospects with specific information about each that can

- ▶ Help the manager make selection decisions
- ▶ Give the manager insight into the prospective producer's social mobility
- ▶ Help the manager determine the prospective producer's natural markets
- ▶ Give the prospective producer a realistic preview of markets from which to prospect

Project 100 enables you to analyze a prospect's approximate income, age range, occupation, number of dependents, degree of acquaintance with the recruit, approachability, and insurance needs. *Project 100* is aimed at determining quality rather than quantity. Simple design — powerful results.

PRICES: 1-24 copies, \$3.50 each; 25-249, \$3.00; 250-2,499, \$2.50; 2,500 & over, \$1.50 • ORDER #0338

A free guide, *How to Use Project 100*, is also available. ORDER #0341

Retirement 100

Retirement 100 helps financial service professionals sell more retirement products by identifying key information needed in their sales call preparations, prospects to call on, and what approaches they should take with these potential buyers. Using Retirement 100 will help financial service professionals identify their best sources of referrals.

PRICES: 1-24 copies, \$3.50 each; 25-249, \$3.00; 250-2,499, \$2.50; 2,500 & over, \$1.50 • ORDER #0509

A free guide, *How to Use Retirement 100*, is also available. ORDER #0511

Market Profile

A Market Identification Guide for Long-Term Care Insurance

Market Profile helps you identify the types of markets in which you may be prospecting and selling should you enter the long-term care insurance business. It will also help management determine the training that will benefit you most.

PRICES: 1-24 copies, \$3.50 each; 25-249, \$3.00; 250-2,499, \$2.50; 2,500 & over, \$1.50
ORDER #0339

Cross-Selling

A Market Identification Guide for Long-Term Care Insurance

Cross-Selling helps you determine the likelihood of an LTCI need among 70 existing clients who may be the best candidates to approach.

PRICES: 1-24 copies, \$3.50 each; 25-249, \$3.00; 250-2,499, \$2.50; 2,500 & over, \$1.50
ORDER #0340

MarketMatch

MarketMatch is a Web-based precontract exercise, based on *Project 100*, that helps hiring managers understand each candidate's natural market and make an informed selection decision about a candidate's ability to sell to their office's target market.

Available as part of LIMRA's ExSel selection system, MarketMatch adds new levels of versatility and usefulness to the *Project 100* concept.

Perhaps most important, MarketMatch gives newly contracted agents a prioritized list of prospects to call on immediately.

PRICES: 1-4 tests, \$13.00 each (LIMRA member, \$10.00 each); 5-24, \$10.00 (LIMRA member, \$8.00); 25-249, \$9.00 (LIMRA member, \$7.00); 250-2,499, \$8.00 (LIMRA member, \$6.00); 2,500 or more, \$7.00 (LIMRA member, \$5.00)

For more information, call 1-888-785-4672.

NOTE: Nonmember prices are 50% higher than prices listed.

Sales Tools

Client Information Booklets

College Costs

The Ultimate Door-Opener

No topic can get a prospect's attention better than how to fund a child's or grandchild's college education. College costs have more than doubled over the past 10 years, proving the need for parents to make long-range financial plans.

Revised annually, this publication shows the basic costs for virtually all four-year, accredited U.S. colleges and universities. Also included is an alphabetical index and a cost worksheet that enables the prospect to estimate total costs of a child's college education.

Use *College Costs* as

- ▶ A reason to contact clients (to upgrade their insurance programs)
- ▶ A quality direct-mail piece in an era of Do Not Call lists
- ▶ A gift during policy delivery

Contact Jane Henderson for information regarding pricing for imprinted copies at 1-860-285-7781 or jhenderson@limra.com.

PRICES: 1-9 copies, \$4.00 each; 10-49, \$3.00; 50-249, \$2.35; 250-499, \$2.05; 500-999, \$1.85; 1,000-2,999, \$1.65; 3,000-4,999, \$1.50; 5,000-9,999, \$1.35; 10,000 & over, \$1.30 (70 pages)
ORDER #0575

What Do You Do Now?

U.S. and Canadian Versions Available

Recommended by

- ▶ *The New York Times*
- ▶ *Kiplinger's Personal Finance*
- ▶ *Nation's Business*
- ▶ *Money*

For more than 25 years, companies have used LIMRA's million-copy seller *What Do You Do Now?* to open doors, to assist in policy delivery and claims handling, to enhance service calls, and to generate goodwill between the company and its policyowners.

What Do You Do Now? is recognized as one of the most comprehensive and practical guidebooks available to consumers to help them cope with the death of a loved one.

What Do You Do Now? has helped guide over a million people through the financial and procedural consequences of the

death of a loved one. It provides the information needed at such a time — how to deal with the funeral director, the lawyer, the insurance company, the Social Security Administration, the Civil Service Commission, and others.

The latest revision of *What Do You Do Now?* contains chapters about funerals and on handling grief. Helpful hints on dealing with important papers, current bills, estate and inheritance taxes, probate, and financial management are included. This is an invaluable aid to all policyowners.

Use *What Do You Do Now?*

- ▶ In beneficiary kits
- ▶ To assist in policy delivery and claims handling
- ▶ As a direct-mail piece to generate leads
- ▶ For agent and customer service training

Have your company logo imprinted on the cover!

PRICES: 1-9 copies, \$3.95 each; 10-49, \$2.95; 50-249, \$2.30; 250-499, \$2.00; 500-999, \$1.80; 1,000-2,999, \$1.60; 3,000-4,999, \$1.45; 5,000-9,999, \$1.30; 10,000 & over, \$1.25 (62 pages)
ORDER #0707

A Canadian version is available.

PRICES: 1-9 copies, \$3.95 each; 10-49, \$2.95; 50-249, \$2.30; 250-499, \$2.00; 500-999, \$1.80; 1,000-2,999, \$1.60; 3,000-4,999, \$1.45; 5,000-9,999, \$1.30; 10,000 & over, \$1.25
ORDER #0707CN

Risk Matcher

LIMRA's retirement *Risk Matcher* helps clients understand the major risks they face in retirement and the strategies that can manage them. Used effectively, *Risk Matcher's* structured and interactive format makes it comfortable for sales reps to hold the conversation about risk. It enables them to offer client-centered, plan-oriented information, not just product. Clients learn information they would not otherwise know in an engaging, educational manner. And, raising awareness of retirement risks and the strategies to manage them will create cross-selling opportunities.

PRICES: 10-49 copies, \$3.00 each; 50-249, \$2.35; 250-499, \$2.05; 500-999, \$1.85; 1,000-2,999, \$1.65; 3,000-4,999, \$1.50; 5,000-9,999, \$1.35; 10,000 & over, \$1.30 (48 pages)
ORDER #0D95

Minimum order of 10 copies

A free *User's Guide* for ideas on how to use *Risk Matcher* is available online.

Contact Customer Service for information regarding pricing for imprinted copies at 1-860-285-7789 or customer.service@limra.com.

PRICES: 250-499 copies, \$3.05 each; 500-999, \$2.20; 1,000-2,999, \$2.00; 3,000-4,999, \$1.70; 5,000-9,999, \$1.50; 10,000 & over, \$1.45

Compliance Publications

Playing by the Rules

Comes With Trainer's Guide and Test!

How can you get your entire field force to play by the rules of good market conduct? Provide each field office with a copy of *Playing by the Rules*. This 22-minute video teaches your field force the dos and don'ts of market conduct. Or, with the CD-ROM, your people can view *Playing by the Rules* on their PCs.

Playing by the Rules even comes with a pretest and posttest so you have proof that learning takes place. And *Playing by the Rules* can help your company answer "yes" to more than a dozen IMSA questions and indicators.

Topics covered include

- ▶ How proper market conduct helps you
- ▶ How to exhibit high ethical standards
- ▶ Making a proper approach
- ▶ Truthful communication with prospects and clients
- ▶ Rules for giving advice, advertising, fair competition, replacement, and handling complaints

CD-ROM: Price: \$30.00

ORDER #0260

Selling Ethically: How Do I Benefit?

Selling Ethically: How Do I Benefit? was written because sales practices of insurance producers are being scrutinized by every segment of society. Since producers are "agents" of insurance companies, companies and their officers are at risk anytime producers engage in sales tactics that do not meet strict ethical guidelines.

Based on extensive research, *Selling Ethically* presents an irrefutable case for selling ethically — proving that selling ethically benefits everyone and is the key to a long and rewarding insurance sales career.

This powerful booklet includes

- ▶ 10 ways producers benefit from selling ethically
- ▶ A model for making ethical decisions
- ▶ 12 ethical dilemmas
- ▶ A 25-question ethics self-rater
- ▶ 10 places to find help on ethical issues
- ▶ The codes of ethics for eight U.S. and Canadian agent organizations

Use *Selling Ethically*

- ▶ In precontract and new-producer training
- ▶ As part of an ethics/compliance kit or program
- ▶ To encourage and improve ethics practices
- ▶ As a mailing to your company's field force

PRICES: 1-99 copies, \$4.00 each; 100-999, \$3.00; 1,000 & over, \$2.25 (42 pages)

ORDER #0522

A free trainer's guide for *Selling Ethically: How Do I Benefit?* is available on request.

ORDER #0523

Practical Compliance for Insurance Professionals

Practical Compliance for Insurance Professionals will help take the confusion, mystery, and frustration out of compliance and market conduct. It covers the basics of compliance and market conduct in a practical, down-to-earth way, making it a valuable tool for producers, agency administrative staff, managers, and home office staff.

PRICES: \$24.99 each; 10 or more copies, \$19.99 (230 pages)

ORDER #0761

How to Order

LIMRA Contact Information

In the United States

By phone:

1-800-23-LIMRA (1-800-235-4672)
860-285-7789

Online:

www.limra.com/bookstore

By fax:

860-285-7792

By email:

customer.service@limra.com

By mail:

Fill out the order form in the back of this catalog, or fill out your company's purchase order and send it to:

Customer Service
LIMRA International
P.O. Box 208
Hartford, Connecticut 06141-0208

In the European region, contact the LIMRA regional office:

Member Services
LIMRA Europe Ltd.
St. Martins House
31-35 Clarendon Road
Watford WD17 1JA, United Kingdom
Phone: 011 44 1923 226178
Fax: 011 44 1923 253883

Prices are subject to change.

LET US HELP

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GUARANTEE POLICY

LIMRA products and services are guaranteed. If you are not satisfied with your purchase, you may return it in resalable condition for credit or refund within 60 days of shipment.

Shipping

Most orders are shipped within two business days of receipt. You can make special rush or overnight shipping arrangements with Customer Service.

If you have questions about an order, call LIMRA Customer Service. To expedite your inquiry, please have handy your date of order, amount of payment, credit card number, and the name of the product(s) you ordered.

Call...

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Compliance



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