

## LIMRA's Associate Insurance Agency Manager (AIAM) Designation

The key to success in today's increasingly competitive global financial services environment is to identify the right sales leaders and equip them with the knowledge and skills required to effectively grow a strong sales organization. The newly-recognized, country-specific, designation, Associate Insurance Agency Manager (AIAM) prepares tomorrow's sales leaders today!

The AIAM enables management candidates to:

- Assess how their skill strengths align with the position
- Gain experience in the leadership position
- Develop and build competence needed for the demands of a sales leader

When a producer decides to pursue a management career path, the AIAM introduces the candidate to the fundamental skills, best practices, philosophies and tools to improve agent productivity through focused performance management.

### How Do I Qualify for the AIAM Designation?

To earn the AIAM designation, you must complete two requirements. LIMRA recommends that the steps be completed in the following order.

#### Step 1 – Crossroads

Crossroads is a 3-day LIMRA Certified Instructor-Led Workshop in which candidates will explore all aspects of the sales leader position. This is followed by a series of 17 experiential activities completed over a suggested 10-week period of time. The activities focus on each major task area explored during the workshop.

#### Step 2 – Management Skills Seminar (MSS)

The MSS seminar is a 5-day LIMRA Certified Instructor-Led seminar focusing on understanding the requirements of the sales manager position, what the major components are, and how these responsibilities should be carried out.

### AIAM – Your First Step toward Earning LIMRA's CIAM and CMFA

