



**Windsor, CT, October 1, 2009** — LIMRA's new Sales Effectiveness Programs is designed to bring out the best in any sales professional — young or old, high-producing veteran or rookie recruit.

According to Delores Freitag, director of LIMRA's talent development practice, "Coaching is a great way to keep your team energized and excited about selling. The four programs we offer will help producers invigorate their sales strategies and deliver higher production."

The four Sales Effectiveness Programs provide different perspectives on improving sales performance:

- **[Selling with Style](#)** — New and intermediate producers learn how to leverage their own styles to enhance sales interactions.
- **[Sales Booster](#)** — New and intermediate agents take their productivity and sales to new levels by developing positive sales mindsets aligned with business goals.
- **[Story Selling](#)** — Intermediate producers learn how to become trusted advisors by engaging clients with values-based story telling.
- **[Getting Back in the Game](#)** — Helps experienced agents implement a five-phase program to create and sustain a more profitable practice.

The programs can be customized to fit a company's sales culture and are delivered as in-person group coaching sessions, with some available as a virtual classroom.

For more information, please call 860-298-3821 or email [assessment@limra.com](mailto:assessment@limra.com).

#### **About LIMRA**

LIMRA is a worldwide research, consulting and professional development organization that helps more than 850 insurance and financial services companies around the world increase their marketing and distribution effectiveness.

