

What's New for 2018

Connecting Needs With Knowledge



LIMRA Business Solutions — www.limra.com/talentsolutions **Learn Secrets for Selling to Key Market Segments**

MarketReady Selling gives financial representatives crucial shortcuts to understanding their prospects based on the financial attitudes, purchase behaviors, and buying styles of important market segments. This program is unique — using bite-sized, highly engaging learning. Courses currently available include selling to these key market segments: Women, Gen Y, Mass Affluent, and Hispanic Americans.

Recognize and Help Prevent Financial Exploitation of Seniors

LIMRA has created an online education program that provides an overview of financial exploitation. The scenario-based curriculum includes the current regulatory environment, red flags, and steps financial representatives can take to help protect seniors and other vulnerable clients.



Member Benefits — www.limra.com/research **Harnessing the Power of Data**

The Center of Excellence is a new hub for predictive modeling and analytics research. The future of insurance lies in harnessing the power of data. LIMRA has extensive data, deep industry knowledge, and the analytic resources to transform information into useful models that drive business results.

Expanding With Members' Growing Interest

In 2018, LIMRA will add the following to our Direct-to-Consumer program: Buyer/Non-Buyer, Sales Benchmark, and a Global Carrier Practices Study.



Committees — www.limra.com/committees **Leveraging Blockchain Technology**

As a forum for members to learn about and discuss the potential of blockchain technology in financial services, LIMRA's Blockchain Advisory Council includes representatives from 27 different member companies spanning life insurance, retirement, and distribution.

Moving Strategy and Innovation Forward

The newly established Strategy & Innovation Committee will be responsible for providing direction on research, networking opportunities, and business solutions associated with advanced strategic planning and applied innovation.



Engaging Consumers Directly

LIMRA's Direct-to-Consumer committee provides a forum for the discussion of current trends in direct-to-consumer marketing with a focus on understanding the art and science of engaging consumers on a direct basis.



LOMA Education — www.loma.org/impactCx **Customer Experience: Be a Game Changer**

Impact Cx: The Quest is an interactive, decision-based, gamified course that helps organizations create a unified customer-first mindset among all employees. It transforms employees into customer advocates who demonstrate empathy and sound judgment in meeting customer needs — and improving the overall customer experience — at key touchpoints in the customer journey.



0266-1117 (60700-10-201)

For more information visit
www.limra.com or www.loma.org

