

LIMRA Talent Solutions International

Supporting Your Agent Prospecting Success

A Fast Track to Management Course

CURRICULUM OVERVIEW

This 4-hour course educates newly appointed sales managers and pre-unit managers on how to help their new agents successfully prospect for clients and expand their reach within their natural market.

Welcome and Introduction

At the end of this session, learners will be able to understand the purpose of this course, know what they need to do in order to complete the various components of the course, describe the course objectives, and understand what they will know or do differently as an outcome of the course.

The Importance of Prospecting

At the end of this session, learners will better understand not only the importance of prospecting and how they can impact their agents' perceptions about prospecting but also how to provide value to their prospects by building relationships. Learners will discover successful techniques for supporting prospecting success and recognize signs of prospecting failure among their agents in order to provide timely development opportunities. Learners will also acquire strategies for building a prospecting plan to support their agents' prospecting efforts.

Identifying and Leveraging Markets

At the end of this session, learners have command of several methods to support the development of an agent's prospecting list. This session focuses heavily on how learners can support their agents in developing and executing their pre-approach scripts to gain prospects' agreement to appointments. Learners are also given activity-tracking tools to help monitor their agents' prospecting activities.

Your Prospecting Support System

At the end of this session, learners will know how to support their agents' prospecting activities and what they can do to coach their agents' efforts and effectiveness to achieve success.

Course Wrap-Up and Evaluation

At the end of this session, learners will be able to apply the concepts from this course on the job to impact the prospecting and appointment-setting results of their new agents.