

LIMRA Talent Solutions International

# Fast Track to Sales Certification

A New Agent Fast Start Program

**As part of LIMRA Digital Learning Academy programs, Fast Track to Sales Certification is designed with one goal: help your new agents get off to fast start and turn exceptional new agents into successful financial advisors right from the start.**

New and first year agents will:

- Benefit from the field-tested insights and practices of industry sales agents.
- Master fundamental knowledge and skills needed to succeed in the first 90-180 days of business.
- Develop sales skills and gain industry insights needed to stay ahead of others and succeed.

**The program includes four mandatory micro digital learning courses and a series of micro assessments to ensure the learners master the learning contents and skills:**

1. New Agent Onboarding
2. Principles of Life Insurance and Its Products
3. Essential Sales Skills
4. Product Benefit Statements

Learners also gain free access to digital Market Scan Resources – which provides industry and global trend information during the learning period.

Our **Fast Track to Sales Certification** boosts new agents' confidence in selling and propels them to a fast start within their natural markets. Supported by global industry trends and market intelligence, this dynamic program delivers four phased learning segments including a new agent onboarding program, fundamental life insurance knowledge, essential sales skills, and product benefit statements.

### Participants who complete this course:

- Experience a smooth transition into a sales and marketing role by making the necessary "mindset-shift" to succeed as new agents.
- Gain confidence in facing and addressing the highs and lows of selling while increasing early sales success.
- Are equipped with a fundamental knowledge of life insurance principles and typical products, while understanding the need for life insurance.
- Develop an appreciation for life insurance and needs-based selling.
- Learn a tried and proven nine-steps sales process to make a successful sale; transform a policyholder into a client, and establishing long-term relationships with clients.
- Acquire skills needed to describe products and services in terms of the benefits to prospects or clients, such as Product Benefit Statements.
- Provide ongoing timely industry and global information on current trends, best practices, and practical information on the latest tools and technology during the learning period.

### Who Benefits from this Program:

- New recruits and first year agents who want to jump start their career and get off to a fast start in the financial services industry.

### Delivered via:

- LIMRA Digital Learning App

*With current, field-tested, strategic and tactical best practices, this program will exponentially increase your new agents' first-year survival rate and productivity during their first contract year.*

**For more information visit [www.limra.com/fasttrack](http://www.limra.com/fasttrack) or contact [talentsolutionsinternational@limra.com](mailto:talentsolutionsinternational@limra.com)**

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## LEARNING ROADMAP

### ***Phase 1: New Agent Onboarding***

Learners will be able to make a smooth transition into a sales and marketing role by gaining the “mindset-shift” needed to succeed as new agents. Learners can achieve a head start in their first year with the company while benefiting from producers’ ten rules to success and succeed!

### ***Phase 2: The Principles of Life Insurance and Typical Products***

Learners will not only better understand the basic concepts of Life insurance, but will also gain a better understanding of what risk, such as identifying the common risks and how to handle them. Learners will discover the need for insurance and insurable interest, learn about generic products sold, and understand the role of riders and typical riders sold.

### ***Phase 3: Essential Sales Skills***

Learners gain an overview of the sales skills necessary to be successful financial advisors. Phase 3 focuses on 12 important sales skills areas; each skill will help learners improve their chances for success in their first 90 days as a new agent. Learners are also given sales tools needed for success in the early stage of their career.

### ***Phase 4 Product Benefit Statements***

Learners will know how to describe their products and services in terms of the benefits to their prospects or clients. This is a critical skill where they learn to develop Benefit Statements that resonate with their prospects, and become adept in describing their product or service’s: features, advantages, and benefits.

### ***Digital Market Scan Resources***

During the Fast Track to Sales Certification development period, learners will gain free access to LIMRA digital Market Scan Resources – which provides industry and global trend information best practices, and practical information on the latest tools and technology.

Agents who successfully complete all four courses and meet company minimum production requirements will earn LIMRA’s Fast Track to Sales Certification.



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