

LIMRA Talent Solutions International

## **Producer Development Series Fundamental Selling Skills 100 Stage**

**PDS is a 21st-century development series designed to provide the knowledge, skills, and tools needed for success at every step in a producer's career development.**

The series provides your producers with a comprehensive, professional career- and progressive skill-development path that allows them to build their sales and marketing knowledge and competencies, one step at a time as they progress through their careers.

A performance improvement program, PDS leads the producer through two stages of skills development:

- 100 Stage — First year producers learn fundamental knowledge and skills needed during their first 12 months of business.
- 300 Stage — Experienced producers gain the knowledge and skills needed to successfully move into financial planning.

**As producers gain experience, they have the opportunity to obtain two of LIMRA's internationally recognized designations:**

**Associate Financial Advisor (AFA)  
Master Financial Advisor (MFA)**

**Fundamental Selling Skills**, the first stage of the Producer Development Series, immerses new producers in the basic-survival knowledge, tools, and techniques of selling, managing their businesses, and capitalizing on target marketing.

### **Participants who complete PDS 100 are able to:**

- Master the fundamentals of selling — Learn the value of the products they sell and the necessary steps they must follow to make sales, from finding prospects to closing.
- Effectively manage their businesses — Focus on building the skills necessary to effectively run a successful business practice.
- Target and penetrate markets — Take producers step-by-step through a proven process to identify, target, and penetrate specific markets.
- Earn the Associate Financial Advisor (AFA) designation — offered upon completion of all three PDS 100 courses.

### **Target Audience:**

- New and first-year producers who want to make early sales and get off to a fast and productive start
- New and first-year producers who want a strong foundation of fundamental knowledge and skills to launch success in their first 12 months of business

### **Delivery Option:**

- Facilitator-led classroom training — Four hours of facilitation and skills-use activities led by a LIMRA Certified Facilitator or LIMRA Certified Company Facilitator

*With field-tested, forward-looking best-practice selling, business-management, and targeted-marketing techniques, PDS 100 gives your new producers a foundation for first-year success.*

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

# Producer Development Series

## Fundamental Selling Skills

### 100 Stage



## CURRICULUM OVERVIEW

### *Course 101 — How to Sell in the New Financial Services Industry*

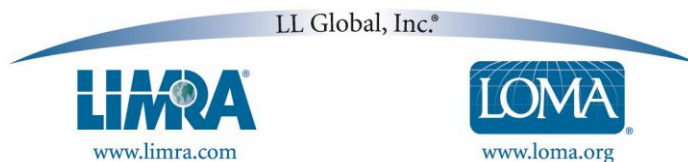
In this fundamental course producers learn the art of selling a product. Many people fail in this industry because they have never been taught or never mastered the simple process of selling something to someone. Course 101 treats the sales process in 10 systematic progressions, from getting the prospect to getting the sale and building a long-term relationship.

### *Course 102 — How to Manage Your Business as a Producer*

Course 102 helps producers realize that they are the managers of their own businesses and how well the business is run will determine their ultimate success or failure. The majority of producers have never been in management and find this element of the career most difficult. The course includes skills in organization, basic business finances, marketing, and creativity among its 19 sessions.

### *Course 103 — How to Target and Penetrate Markets*

The course shows producers how to capitalize on the highly successful business technique of targeted markets. Students are led through a proven process of identifying lucrative markets, building a plan to penetrate them, and developing effective interpersonal skills to best relate to the individual prospects in these markets.



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