



2025 Marketing Executive Summaries Sales Scenarios*

Audience: New to Industry Advantage

To help your organization succeed, skills alone aren't enough — employees need working knowledge of your company and the industry. Meet the distinct, industry-specific needs of your entire workforce with LOMA's *Industry Advantage* subscription program. Gain unlimited access to a broad and deep library of just-in-time learning with topics focused on life insurance, annuities, and workplace benefits.

- Employees build a foundation of industry knowledge and stay current on trending topics
- Learning is personalized to a team or individual with customizable learning paths to growth
- Simple administration process with an all-access, cost-effective annual subscription

Audience: Current Subscriber, Same Area

Thank you for your organization's purchase of an Industry Advantage pilot, we think this program will continue to help you at a cost-effective rate. There are two suggested use cases for expanding your usage across your organization.

1. *General employee training:* We can work with you to determine a short series of courses to benefit all employees within your company. Reduce risk with all employee training focused on HR, compliance, or technical topics.
2. *Suite of solutions via learning paths:* We can work with you to determine the needs of a specific area and design a learning path or series of learning paths to meet your unique learning needs. Learning paths can focus on specific functional areas, such as HR, customer service, and IT, or on specific product areas such as annuities, life insurance, and workplace benefits.

At \$65 a person per year, take advantage of this enterprise opportunity.

Audience: New Buyer, Current Subscriber

Your company made an initial decision to purchase Industry Advantage; feedback has been extremely positive. We'd like to work with you on expanding your purchase to other areas of your business. There are two suggested use cases for expanding usage within your organization.

1. *General employee training:* We can work with you to determine a short series of courses to benefit all employees within your company. Reduce risk with all employee training focused on HR, compliance, or technical topics.
2. *Suite of solutions via learning paths:* We can work with you to determine the needs of a specific area and design a learning path or series of learning paths to meet your unique learning needs. Learning paths can focus on specific functional areas, such as HR, customer service, and IT, or on specific product areas such as annuities, life insurance, and workplace benefits.

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*Prices outlined refer to 2025 pricing.