

LIMRA Talent Solutions International

Associate Insurance

Agency Manager

Designation

LIMRA created the **Associate Insurance Agency Manager (AIAM)** designation to help individuals make a successful transition from sales to management and to prepare and train agency managers in the skills demanded by their mission-critical role of finding and developing new sales talent.

LIMRA's progressive series of learning and development programs provides agency managers with training that will help them identify, recruit, develop, and retain high-performing field agents.

The programs:

- Equip people responsible for basic management tasks with foundational skills at the earliest possible point in their careers
- Ensure that skill development progresses naturally from basic to advanced
- Deliver measurable results and a positive ROI at all levels of sales management
- Drive tangible and effective behavior change

Successful candidates are awarded internationally recognized professional designations as they progress in skills and experience:

- The **Associate Insurance Agency Manager (AIAM)** designation marks the initial step to becoming a manager and preparing the next generation of sales leaders.
- The **Chartered Insurance Agency Manager (CIAM)** designation is the mark of professionalism, competence, and modern leadership in today's insurance marketplace.

Participants who earn the AIAM designation are able to:

- Assess the alignment of their skills with the expectations of the sales manager position
- Acquire the basic knowledge and skills to become successful sales managers
- Learn foundational recruiting, career presentation, and initial agent-training techniques
- Deepen and master core skills needed to succeed as a sales manager

Target Audience:

- Sales agents who want to explore their commitment and potential for transitioning from sales to management
- New managers who make a personal commitment to growth and development as successful sales managers
- Agency managers who want to sharpen and refine their competencies for developing high-performing sales teams
- Agents and managers who want to acquire the prestigious AIAM designation as a mark of their professionalism, competence, and modern leadership in today's insurance marketplace

Requirements:

Over the course of two years, the candidate must complete two courses to demonstrate proficiency: *Fast Track to Management™* and *Pacesetter*.

By earning the prestigious AIAM designation, your sales agents and new managers can enhance their knowledge, improve their performance, and demonstrate their professional commitment to ongoing skills development.

For more information visit <http://www.limra.com/aiam> or contact TalentSolutionsInternational@limra.com

Associate Insurance Agency Manager Designation

AIAM
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CURRICULUM OVERVIEW

Qualifying for the AIAM designation requires completing two steps.

Learning Foundational Management Techniques

The *Fast Track to Management* curriculum has two central goals: teach pre- and new sales managers the foundational techniques for recruiting and developing high-performing agents and growing sales. The program delivers measurable results by helping agents, manager candidates, and newly appointed managers to:

- Find and attract more job candidates
- Effectively present the career opportunity
- Support the initial skill development of new agents

Demonstrating Sales Management Skills

Pacesetter is the management skills seminar for a new generation of sales managers. It improves agent productivity and retention by teaching first- and second-year managers *today's* best practices for recruiting, training, and managing *today's* top sales talent.

The four-and-a-half-day program helps new managers:

- Deepen and broaden recruiting, selecting, training, and managing skills
- Enhance understanding through experiential exercises and in-class demonstrations
- Ensure new skills are implemented via in-program action planning and post-program virtual coaching
- Elevate performance to reduce turnover and deliver a powerful return on investment