



# Agency Management Training Course (AMTC)

## Unlock Your Leadership Potential

Designed for sales managers moving into leadership, agency heads, functional managers, and those seeking a performance boost or fresh insights, LIMRA's Agency Management Training Course is your gateway to mastering essential management skills. Planning, goal setting, recruitment, training, and activity management are only some of the 28 proficiencies AMTC learners will develop and refine. AMTC graduates play a significant role in elevating agency success in agent retention, new premium generation, and agent recruitment — with measurable results.

**Course graduates earned significantly higher ratings from their managers when evaluated on AMTC skills, including:**

-  **Developing and using an annual plan** — improved by 25 percent
-  **Conducting individual agent reviews** — improved by 24 percent
-  **Making a career presentation** — improved by 22 percent
-  **Analyzing agent activity records** — improved by 22 percent

For details, visit [www.limra.com/AMTC](http://www.limra.com/AMTC) or contact [TalentSolutionsInternational@limra.com](mailto:TalentSolutionsInternational@limra.com)

## Curriculum Overview — Newly Updated!

Revamped with contemporary digital materials, our latest update features user-friendly navigation, enriched resources, up-to-date research, and engaging videos.



The course is now offered in a modular format, allowing your company the flexibility to deliver individual topics or the entire course at your convenience. When the entire course is selected, AMTC can be delivered in a 13-day modular session or 23 once-a-week, three-hour classes. In both options, participants will gain knowledge and cultivate skills across five pivotal management areas.



### PLANNING

Develop agency culture, mission, and an annual plan. Guide agents in performance review and future planning. 2 days



### RECRUITING

Identify high-potential recruits using agent referrals, warm nominators, and personal activity. Explore alternative recruiting methods. 3 days



### SELECTION

Minimize turnover with proven selection methods. Implement a job-sampling program for high-potential recruits. 3 days



### TRAINING

Master impactful training techniques for behavioral change. Utilize agency events for skill development and training objectives. 2 days



### PERFORMANCE MANAGEMENT

Sharpen supervisory skills, manage agents' activity, and tailor development for improved performance. 3 days

AMTC is the capstone course of LIMRA's renowned Chartered Insurance Agency Manager (CIAM) designation. For more details, visit [www.limra.com/ciam](http://www.limra.com/ciam).

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