

Agency Enhancement Series (AES)

Empower Your Agency Managers to Lead and Succeed



AES is a premier sales-management development program tailored specifically for skilled agency managers. Leveraging LIMRA's global expertise and market-specific insights, AES equips your managers with the advanced strategies and business practices needed to thrive in today's competitive landscape.



Established Managers



Three Courses, One-Day Each



Modular Standalone or a Progressive Series



Facilitator-Led Classroom

Elevate Sales Management Skills

AES is designed for senior sales managers with a focus on operational and growth sales. Enhance your agency's performance through advanced recruiting, development, and promotion practices. Equip your managers with the skills to boost profitability and productivity.



Build a world-class business



Recruit and retain high-performers



Develop a team of top-performing agents



Cultivate future leaders

Empower field managers to lead with excellence and achieve global recognition through the prestigious Chartered Insurance Agency Manager (CIAM) Designation.

CIAM Designation



For more information visit limra.com/AES
or contact TalentSolutionsInternational@limra.com



Curriculum Overview

Recruiting to and From Target Markets

Learn the latest recruiting research and best practices to penetrate specific markets and recruit highly productive agents.

- Identifying markets of opportunity
- Identifying best sources of quality candidates and successfully approaching candidates
- Selecting candidates from markets
- Successfully transitioning your recruits into their new careers

Developing Your MDRT Agents

Gain a blueprint for fostering the growth of your agents to achieve new performance levels.

- Culture first
- Setting high-performing activity standards
- Providing development opportunities
- Leading your high-performing agents

Building Your Business Through New Managers

Discover how to identify and develop top talent for recruiting, fast-tracking their success, and mastering sales processes for new-agent excellence.

- Role of a sales manager
- Identifying and assessing new managers
- Equipping new sales managers for success
- Managing your new sales managers' performances
- The Sales Manager's Crucible Game — work as an agency team to identify top management recruits and build business



For more information visit limra.com/AES or contact TalentSolutionsInternational@limra.com