

## LIMRA Talent Solutions International Agency Enhancement Series (AES)

**LIMRA's Agency Enhancement Series is a sales-management development program proven in the marketplace.**

Help your managers take the next step up in building and leading a winning agency.

- Developed for the specific needs of agency managers
- Based on LIMRA's global and market-specific expertise.
- Timely content for today's business realities

**Win in today's hyper-competitive environment, learn the strategies and business practices of successful agency leaders from around the world, and attract and retain top sales talent**

**The Agency Enhancement Series (AES) focuses on advanced strategies to mature existing sales-management skills and provides a blueprint of best practices and techniques, enabling agency managers to:**

- Build a world-class business
- Create a team of Million Dollar Round Table (MDRT) producers
- Recruit and keep high-performers
- Develop and promote talented agents into sales management roles

### **Is AES Right for You and Your Team?**

The course is designed for senior sales managers who want to enhance their agency organizations by adopting advanced practices in recruiting, developing, and promoting sales agents.

### **Content and Delivery**

Three hands-on, highly interactive courses, each approximately seven and one-half hours long, focusing on next-level agency management strategies and skills:

- ✓ Recruiting To and From Target Markets
- ✓ Building Your Business Through New Managers
- ✓ Developing Your MDRT Agents
- A prerequisite for achieving the Chartered Insurance Agency Manager (CIAM) designation
- Delivered by a LIMRA Certified Instructor or by a LIMRA-certified company trainer
- Available individually or as a series

With advanced skills and techniques for recruiting, developing and promoting top-performers, AES empowers agency managers to grow profitability and productivity targets.

**Contact your LIMRA Consultant or email us at [TalentSolutionsInternational@limra.com](mailto:TalentSolutionsInternational@limra.com) to learn more about how to generate higher levels of sales performance.**

# LIMRA Talent Solutions International Agency Enhancement Series

## CURRICULUM OVERVIEW

THREE FACILITATED, ONE-DAY PROGRAMS  
Modular Standalone or a Progressive Series

### **Recruiting To and From Target Markets**

Features the latest recruiting research, best practices and techniques for penetrating specific target markets and for recruiting highly productive agents:

- Identifying Markets in Which to Position the 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**

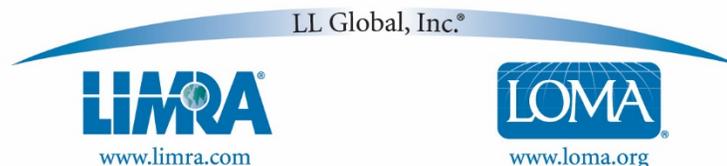
Provides a blueprint for driving the successful growth of sales agents to new levels:

- Culture First!
- Setting High-Performing Activity Standards
- Providing Development Opportunities
- Leading Your MDRT Agents

### **Building Your Business Through New Managers**

Shows how to effectively identify and develop individuals who can carry out the key responsibilities of recruiting quality candidates, positioning them for a fast start, and instilling the sales processes, procedures, and approaches that will lead to new-agent success:

- Role of a Sales Manager
- Identifying and Assessing New Managers
- Equipping New Sales Managers for Success
- Managing Your New Sales Manager's Performance
- The Sales Manager's Crucible



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