

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 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

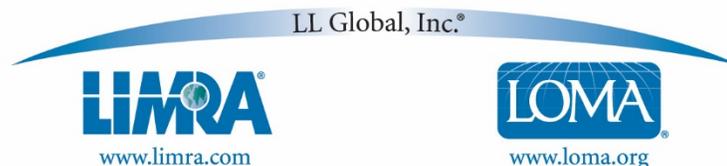
Provides a blueprint for driving the successful growth of sales agents to new levels:

- 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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