Pacesetter

Management Development for Recruiting, Training, and Leading Top Sales Talent

A **must-have** orientation to agency management designed to:

- Help developing sales managers and supervisors understand the requirements of the field manager position and how to best carry out their responsibilities

- Provide comprehensive managerial-skill training that is in tune with emerging demographic, social, and technology trends

- Motivate agents to generate greater productivity, foster next-generation team building, and demonstrate proven strategies and skills to create a foundation for agency success

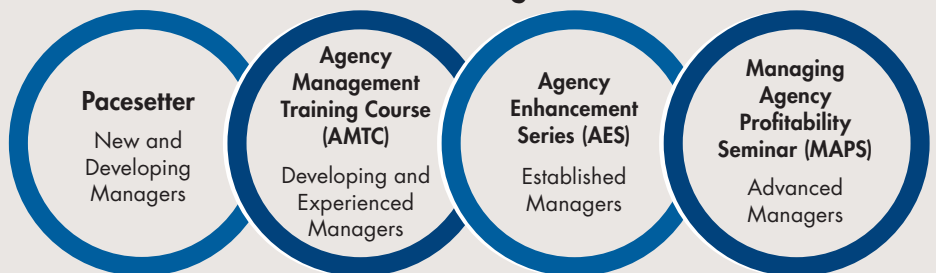| New and Developing Managers	Classroom and/or Virtual Options	4.5 Day Program	LIMRA Certified Facilitator

Core Competencies:

- Planning and Goal Setting
- Recruiting and Selecting
- Developing Agents
- Managing Performance
- Motivation
- Time Management

Includes the popular **Anytown Agency Simulation**, providing participants the opportunity to:

- Run an agency for three years in three hours

- Make key decisions and see results immediately, analyzing reports to understand the impact of action plans on agency performance

- Enhance planning and strategizing, decision making, and team building skills through this one-of-a-kind real-world application

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

CIAM Designation

Pacesetter
New and Developing Managers

Agency Management Training Course (AMTC)
Developing and Experienced Managers

Agency Enhancement Series (AES)
Established Managers

Managing Agency Profitability Seminar (MAPS)
Advanced Managers

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

LIMRA®

Curriculum Overview

DAY 1: PLANNING AND GOAL SETTING

- Agency management responsibilities for operational planning and organizational effectiveness

- Management process: Discuss management job activities and identify the differences between current costs and capital investments

- Defining an agent's job description to recruit and select the right agent talent

- Time management and delegation strategies

DAY 2: RECRUITING AND SELECTION

- Set agent and production planning objectives by using past agency performance

- Analyze various recruiting methods, selection concepts, and tools to support with identifying and selecting the right candidate

- Create Recruiting and Selection Action Plan for implementation

DAY 3: DEVELOPING AGENTS

- Implement a training strategy to support the professional development of an agent team

- Utilize the proper coaching techniques to ensure agents are reaching their goals and achieving success

- Analyze a fictional agency to create a multiyear plan for agent retention and productivity

DAY 4: MANAGING PERFORMANCE

- Create a New Agent First Year Training Action Plan for developing agents

- Utilize a job performance model to determine agent motivators to properly support the coaching model as a performance management tool

- Implementation of objectives and goals created throughout analysis of Anytown Agency

DAY 5: BRINGING IT ALL TOGETHER!

- Team presentations of the Business Unit Action Plan created from the Anytown Agency simulation

- Evaluate the experience, review the key points of the Management Process, adoption plans, and next steps regarding the Post-Program Projects required to receive program completion status from LIMRA

POST-PROGRAM ASSIGNMENT

- Agency management responsibilities for operational planning and organizational effectiveness

- Management process: Discuss management job activities and identify the differences between current costs and capital investments

- Defining an agent's job description to recruit and select the right agent talent

- Time management and delegation strategies

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