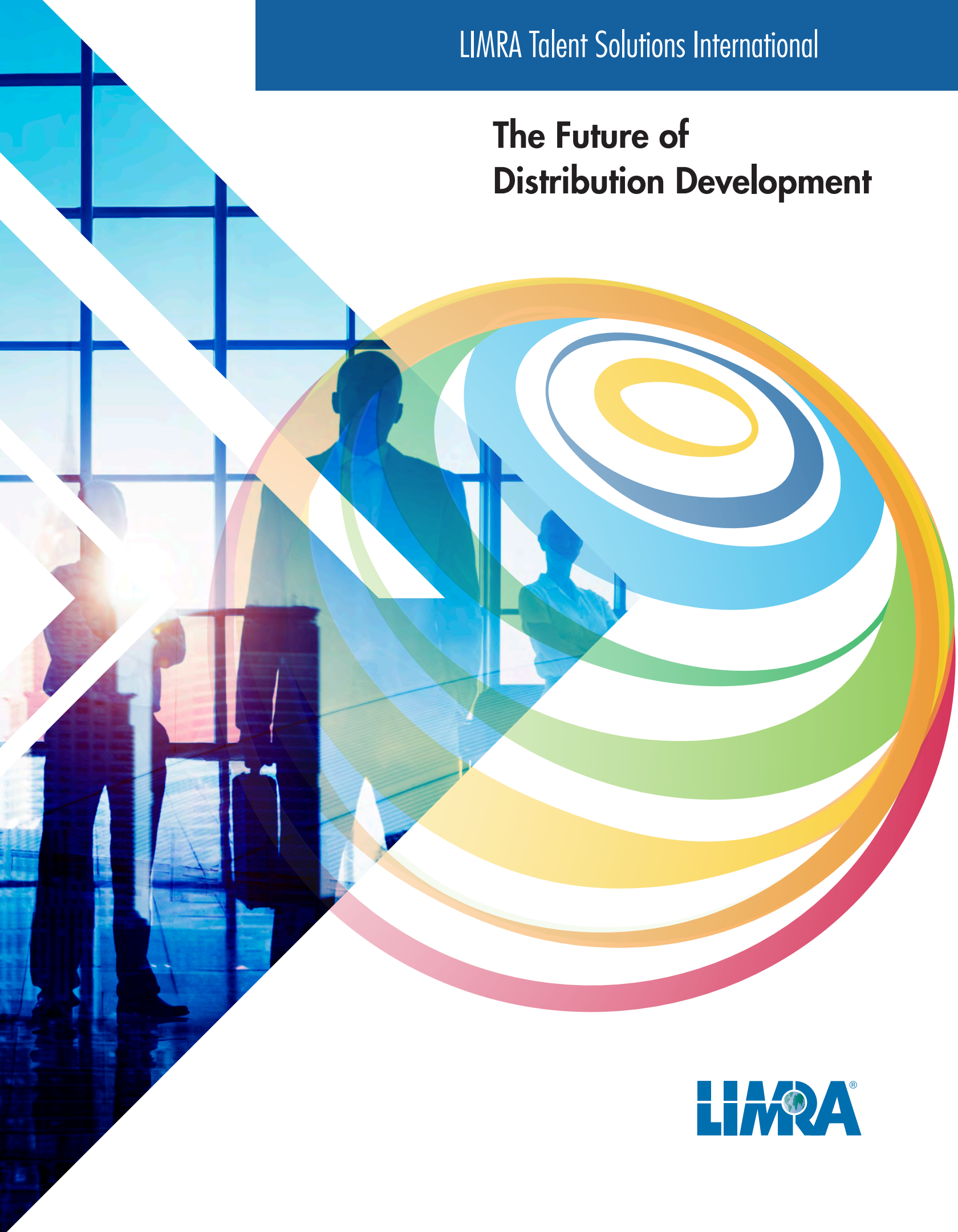


# The Future of Distribution Development





# Managing Talent for High Performance

Understanding today's challenges to meet tomorrow's opportunities



*When you seek ever-more effective ways to identify, recruit, train, develop, and retain outstanding sales professionals, you are not alone. Your competitors are looking for the same talent for the same reason — winning in the marketplace. To come out ahead, you need future-state talent-management solutions, and you need them today.*

*Providing those solutions — to help enhance your profitability and productivity around the world — is at the heart of everything we do at LIMRA.*

## Intelligence Sharing

Proven effective in global markets, partners in building distribution

LIMRA Talent Solutions International best-practice training and development programs are designed to:

- Help you identify solutions to improve your distribution productivity and profitability
- Provide unique global recognition to certify quality and competence
- Develop the talents of the key members of your organization responsible for performance



## LIMRA by the Numbers

- Celebrating **100+** years serving the industry
- Success delivering more than **3,000** training programs to nearly **200** companies in **74\*** countries since **2000**
- Fluent in **18** languages
- Global training team of more than **30** professionals in over **16** countries

\*Includes former and non-member firms.

## Building Distribution

Transformative, integrated, innovative skills development

### *Sales and Sales Management Training and Development*

One of your highest priorities is growing distribution by delivering a compelling customer experience that delights your existing customers and attracts new relationships. LIMRA Talent Solutions International can help you identify and develop the sales team that will achieve this goal.

Our award-winning sales-effectiveness and skills-development training is designed to transform and sustain new, successful behaviors. We address the talent-management journey from recruitment through training and development to success at leading effective sales teams, managing costs and regulatory compliance, creating a superb customer experience, and building your profitability and value for shareholders.

What's unique in our programs — and what makes the critical difference — is the integrated approach providing a pathway to high-achieving sales performance:

- Assessment and selection
- Advisor/agent development
- Sales management development
- Bancassurance development
- Broker development
- Executive development
- Training consulting

## Rewards and Recognition

Progressive steps, strong incentive, recognized worldwide

### Skills Training and Development

Our members tell us that LIMRA's designations and awards are extremely important to their agents and managers, driving their individual development and setting them apart for their commitment, professionalism, and expertise. Currently an elite group of more than 12,000 sales professionals has earned qualifications through participation in LIMRA's programs.

LIMRA's professional designations provide a roadmap to success through these progressive steps:

**AFA**

Associate  
Financial Advisor

**PFA**

Professional  
Financial Advisor

**MFA**

Master  
Financial Advisor

**AIAM**

Associate Insurance  
Agency Manager

**CIAM**

Chartered Insurance  
Agency Manager

**CMFA**

Certified Manager  
of Financial Advisors

In addition, our rewards and recognition programs acknowledge outstanding achievement and responsive customer service. LIMRA member companies have awarded approximately 35,000 program participants with these hallmarks of excellence:



**LIMRA**

Talent Solutions  
International



**See the next page for case studies** demonstrating how LIMRA partners with member firms to resolve challenges and improve distribution.



## TAKING THE NEXT STEP

Recruiting and nurturing tomorrow's sales team is key to your organization's ongoing success. As a true partner, LIMRA Talent Solutions International can take on the challenge with you. We can serve alongside your development resources and help lead your candidates along a custom, comprehensive talent-management pathway to high-achieving performance.

**Let's keep the conversation going.**

Please reach out to your LIMRA in-country consultant or email us at [TalentSolutionsInternational@limra.com](mailto:TalentSolutionsInternational@limra.com)

## Custom Distribution Solutions

### Consulting Project Asia: Building a World-Class Sales Academy

- **Member challenge** — A premier multinational life insurance company requested LIMRA's assessment of the effectiveness of its agency training model in five major Asian markets in order to improve agency sales force productivity and profitability.
- **Partnered solution** — With the ultimate goal of growing distribution front and center, we assessed the client's current agency-training model and resources and provided recommendations based on local-market and global best practices. Top priorities included identifying the key training requirements and needs of the entire agency structure and implementing two integrated, modular, open-architecture Agency Academy Blueprints.
- **Outcome** — Following implementation of the blueprints across the region, the company established a strong training organization, structure, and methodology to support its business requirements. Qualitative results included greater confidence and commitment in its sales teams; and quantitative results included a measurable increase in client retention and new business.

### Consulting Project Middle East: Strengthening Bancassurance Relationships

- **Member challenge** — A top global financial services company turned to LIMRA for direction on building stronger and more profitable bancassurance relationships.
- **Partnered solution** — Current LIMRA research across Asian, African, and Middle Eastern markets shows that successful bancassurance relationships leverage the different strengths of bankers and insurers by increasing collaboration and cross-training. LIMRA delivered a producer-development program for key bank sales staff and training in bank-relationship management for insurance company specialists.
- **Outcome** — Both bank and insurance staff participated at a higher-than-anticipated level, developing new skills and insights into maintaining and growing distribution. By implementing the cross-training skills-development solution, the LIMRA member became the dominant business partner in the bancassurance relationship, leveraging its advisory role and focusing on client needs and values.

***For more information on LIMRA Talent Solutions International,  
contact your LIMRA in-country consultant or email:  
[TalentSolutionsInternational@limra.com](mailto:TalentSolutionsInternational@limra.com)***

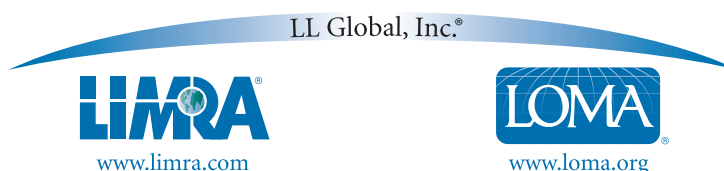
## About LIMRA

LIMRA, a worldwide research, consulting, and professional development organization, is the trusted source of industry knowledge, helping more than 850 insurance and financial services companies in 64 countries. Visit LIMRA at [www.limra.com](http://www.limra.com).

## About LOMA

LOMA is committed to business partnerships with over 900 worldwide members in the insurance and financial services industry. Our goal is to improve company management and operations through quality employee development, research, information sharing, and related products and services. Visit LOMA at [www.loma.org](http://www.loma.org).

LL Global is a not-for-profit trade association with operating divisions LIMRA and LOMA.



©2018 LL Global, Inc. All rights reserved.