

LIMRA Talent Solutions International

## Developing Sales Skills In Your New Agents

*A Fast Track to Management™ Course*

**Fast Track to Management Certification is designed to help participants make the transition from sales agent to pre-manager or management.**

Sales recruiters, pre- and new sales managers will:

- Benefit from the field-tested insights and practices of industry leaders.
- Master key techniques for finding, attracting, and developing new sales agents.
- Develop skills and insights needed for increased responsibility as they and their agents step up to greater accountability.

The program includes two mandatory courses and a series of elective courses.

**Developing Sales Skills in Your New Agents is a Fast Track to Management Certification elective course and one of LIMRA's Associate Insurance Agency Manager (AIAM) courses. The AIAM designation reinforces participants' commitment to management.**

**Developing Sales Skills in Your New Agents** teaches newly appointed sales managers and pre-managers how to develop fundamental sales skills in their new agents.

### Participants who complete this course are able to:

- Identify training opportunities.
- Develop and deliver effective training events that help new agents properly execute your company's sales process and close more sales.
- Apply the effective PESOS skills development model to help new agents learn and master fundamental sales skills for high productivity and performance.

### Target Audience:

- Pre- and new managers who want to learn how to develop the basic sales skills of their new agents to help them achieve initial sales success with their identified prospects
- Pre- and new managers who want to develop sales training skills to help new agents establish client relationships and win new business
- Pre- and new managers who want to train their new agents to expertly manage the sales process, which will enable them to close more sales and provide the best possible care to their clients

### Delivery Option:

- Facilitator-led classroom training — Three-and-a-quarter hours of facilitation and skills-use activities led by a LIMRA Certified Facilitator or LIMRA Certified Company Facilitator

*With a new understanding of core sales skills and the steps in the sales process, your pre- and new managers will have the ability to effectively instill confidence and independence in their sales agents and lead them to success with their prospects and clients.*

For more information visit [www.limra.com/fasttrack](http://www.limra.com/fasttrack) or contact [talentsolutionsinternational@limra.com](mailto:talentsolutionsinternational@limra.com)

# Developing Sales Skills in Your New Agents

*A Fast Track Management Course*

**Fast Track**  
**to Management**  
Recruit More and Grow Business >>>

## CURRICULUM OVERVIEW

### *Welcome and Introduction*

At the end of this session, learners will be able to understand the purpose of this course, know what they need to do in order to complete the various components of the course, describe the course objectives, and understand what they will know or do differently as an outcome of the course.

### *Developing Mastery of the Sales Process in Your New Agents*

At the end of this session, learners will be able to help new sales agents understand and develop basic client-facing core skills for each critical step in the sales process:

- Approach
- Discovery Interview
- Discovery Agreement
- Presenting the Solution
- Policy Delivery

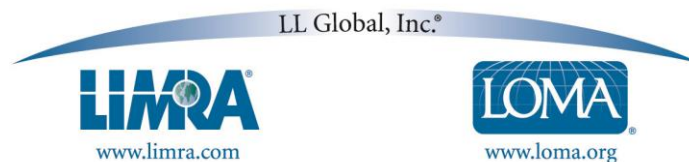
They will also know how to train others on these basic skills in order to begin to develop independence in their new agents and help support their initial success with their prospects and clients.

### *The Skill-Development Process*

At the end of this session, learners will be able to apply their new knowledge and tools and, using a proven model, begin to structure training sessions for developing foundational sales skills in their new agents when back on the job.

### *Course Wrap-Up and Action Plan*

At the end of this session, learners will be able to apply the concepts from this course on the job by creating an *Action Plan* for implementation to support training opportunities for their new agents.



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