

LIMRA Talent Solutions International

# Supporting Your Agent Prospecting Success

*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-managers, 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.

**Supporting Your Agent Prospecting Success** 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.

**Supporting Your Agent Prospecting Success** educates newly appointed sales managers and pre-managers about how to help their new agents successfully prospect for clients and expand their reach within their natural markets.

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

- Support new agents in developing a prospecting plan.
- Coach and counsel new agents on activities that build upon their prospecting plans and grow their prospect lists.
- Develop new agents' approach skills to set initial appointments with prospects.
- Perform coaching sessions to monitor prospecting activities and appointment-setting skills.
- Arrange continued skill-development exercises supporting new agent prospecting skills.

### Target Audience:

- Pre- and new managers who want to get their new agents off to a successful start with a proven prospecting system
- Pre- and new managers who want to develop best-practice training strategies to sharpen their agents' sales-prospecting skills

### Delivery Option:

- Facilitator-led classroom training — Three hours and 50 minutes of facilitation and skills-use activities led by a LIMRA Certified Facilitator or LIMRA Certified Company Facilitator

*With current, field-tested strategic and tactical best practices, this program will position your pre- and new managers to train agents in the fine art and science of effective prospecting.*

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

# Supporting Your Agent Prospecting Success

*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.

### ***The Importance of Prospecting***

At the end of this session, learners will better understand not only the importance of prospecting and how they can impact their agents' perceptions about prospecting but also how to provide value to their prospects by building relationships. Learners will discover successful techniques for supporting prospecting success and recognize signs of prospecting failure among their agents in order to provide timely development opportunities. Learners will also acquire strategies for building a prospecting plan to support their agents' prospecting efforts.

### ***Identifying and Leveraging Markets***

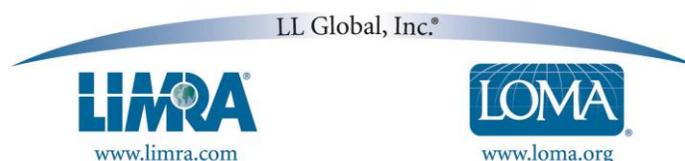
At the end of this session, learners have command of several methods to support the development of an agent's prospecting list. This session focuses heavily on how learners can support their agents in developing and executing their pre-approach scripts to gain prospects' agreement to appointments. Learners are also given activity-tracking tools to help monitor their agents' prospecting activities.

### ***Your Prospecting Support System***

At the end of this session, learners will know how to support their agents' prospecting activities and what they can do to coach their agents' efforts and effectiveness to achieve success.

### ***Course Wrap-Up and Evaluation***

At the end of this session, learners will be able to apply the concepts from this course on the job to impact the prospecting and appointment-setting results of their new agents.



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