Last Chance to Attend Life's 'Trustworthy Selling' Series Tuition Free

Become the trusted multiline agent your customers need through Frankenmuth Insurance's "Trustworthy Selling" education series. This is the last time this education series will be offered tuition free for our agents.

With content developed by the LIMRA, a worldwide research, learning and development organization, you'll walk away with the necessary skills to develop an advisory relationship with customers. In turn, you'll increase sales, improve policy retention and gain better relationships.

Learn to:

- Understand behavorial finance
- Align customer needs with preferences
- Naturally pivot to life and retirement needs in conversation
- Build trust with customers
- Create cross-selling opportunities

Chris Weiss of Duncan Insurance Agency, a recent graduate of the program said, "Trustworthy Selling is a game changer."

Sue Taylor of Mid-Valley Insurance Agency said, "This class challenged me on every level! The interaction between agents and the role playing was invaluable to me as a newer agent."

Click here for more information about the training content and benefits.

Classes are held at our home office and consist of 10 modules conducted over three, two-day periods:

Series 1:

- October 6: 9:30 a.m.-4:30 p.m.
- October 7: 8:30 a.m. to 1 p.m.

Series 2:

- October 20: 9:30 a.m.-4:30 p.m.
- October 21: 8:30 a.m. to 1 p.m.

Series 3:

- November 3: 9:30 a.m.-4:30 p.m.
- November 4: 8:30 a.m. to 1 p.m. (concludes with a graduation luncheon)

A limited number of overnight rooms are available upon request. Space for the program is also limited. Don't wait; click here to register today.

Registration requires an Agency Services Username and Password. For assistance, please contact eBusiness Support at (800) 234-1133 extension 3000.