

Learn to Build a Life Insurance Cross-Selling Culture in Your Agency

Join Frankenmuth Insurance on Aug. 16 for “It’s More Than Just Your Life,” an annual workshop that provides practical, actionable tools to help Agency Principals and Producers build a cross-selling culture for life insurance in their agencies. Each year, we gather the best presenters in all areas of the industry and top it off with an inspiring, real-life presentation.

This year’s workshop, which will be held at our Home Office from 9:30 to 4 p.m., will include the following topics:

- Life Insurance: An Estate & Succession Planning Tool
- Focus on Millennials
- The Latest Cross-Selling Research and Trends from LIMRA

In addition to the valuable content above, we are excited to offer a special presentation by Travis Mills, retired Sergeant and recalibrated warrior. In Travis’ presentation, “Tough As They Come,” he’ll share the remarkable journey of how he became one of only five soldiers from the wars in Afghanistan and Iraq to survive a quadruple amputation. To learn more about his story, visit www.travismills.org.

From real-life stories like Travis Mills’ to actionable research and cross-selling tools, you’ll gain the knowledge that will transform your sales processes. Don’t wait; space is limited to the first 100 Agency Partners. Lunch will be provided and a limited number of overnight rooms will be available for those traveling more than 150 miles.

[Click here](#) to register.

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