

Register for the 2018 ‘It’s More Than Just Your Life’ Cross-Selling Workshop

Join Frankenmuth Insurance 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. The workshop will be held on Thursday, Aug. 16 from 9:30 a.m. to 4 p.m. at the Frankenmuth Insurance Home Office.

Topics will include:

- Buy Sell Agreements: Everything You’ve Wanted to Know
- Latest LIMRA Research (Featuring Vince Peterson): Why Your Customers Buy What They Buy
- View From the Top (Featuring Scott Smith): Building a Life Cross-Selling Culture Through the Eyes of an Agency Owner
- Supercharge Your Final Expense Sales

Special presentation by Matt Jones, professional keynote speaker and author of *Sales is a Marathon: 26.2 Winning Strategies to Stay Motivated in Sales*.

Learn how three-time cancer conqueror Matt Jones went from relearning how to walk, to surviving a bone marrow transplant and completing seven marathons on seven continents. Jones’ incredible story of using the “Marathon Mentality” has helped countless others to beat the odds and overcome life’s obstacles. Attendees receive a free copy of the book!

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 ext. 3000.