

Register now for 'Trustworthy Selling' and Become the Multi-line Agent Your Customers Want and Need

Our Agency Partners are raving about Frankenmuth Insurance's "Trustworthy Selling" education series. Chris Weiss of Duncan Insurance Agency, a 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."

Now it's time to experience it for yourself! 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 behavioral finance
- Align customer needs with preferences
- Naturally pivot to life and retirement needs in conversation
- Build trust with customers
- Create cross-selling opportunities

[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, and registrants must be able to attend all classes in the series.

Series 1:

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

Series 2:

- May 4: 9:30 a.m.-4:30 p.m.
- May 5: 8:30 a.m. to 1 p.m.

Series 3:

- May 11: 9:30 a.m.-4:30 p.m.
- May 12: 8:30 a.m. to 1 p.m. (concludes with a graduation luncheon)

Trustworthy Selling attendees are responsible for making their own travel and hotel arrangements. Frankenmuth Insurance has secured a block of rooms at the Fairfield Inn in Frankenmuth for attendees. Book your room by April 3 to take advantage of this special rate.

[Click here](#) to register for the series and to book your accommodations. Don't wait; space is limited!

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