

Register Now for Life's Virtual "Trustworthy Selling" Multi-line Education Series

Become the multi-line agent your customers want and need through Frankenmuth Insurance's "Trustworthy Selling" education series. This year, we're offering a virtual meeting format with content developed by LIMRA, a worldwide research, learning and development organization, to help you cultivate the necessary skills to develop an advisory relationship with customers. In turn, you'll increase sales, improve policy retention and gain better relationships.

Through this series, you'll 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

For more information about the training content and benefits, please feel free to contact Rich Pomeroy at (989) 430-6301 or rich.pomeroy@fmins.com or your Life sales manager.

Classes will be held virtually over six weeks and will be two hours in length. There is no tuition cost for this program. **Registrants must be able to attend all six classes in the series.** (If an attendee is unable to attend a class due to a scheduling conflict, they will be able to attend the other class option offered that same week.) Attendees may select one of the series options below.

Option 1: Tuesdays, 10 a.m. to 12 p.m.

- July 21, 2020
- July 28, 2020
- Aug. 4, 2020
- Aug. 11, 2020
- Aug. 18, 2020
- Aug. 25, 2020

Option 2: Wednesdays, 6 p.m. to 8 p.m.

- July 22, 2020
- July 29, 2020
- Aug. 5, 2020
- Aug. 12, 2020
- Aug. 19, 2020
- Aug. 26, 2020

Don't wait; **the deadline to register is Friday, June 26.** To register, please send an email to

life@fmins.com with your first and last name, phone number, agency name and code, as well as the series option you would like to attend. A confirmation email will be sent once registration is recorded.

For registration questions, please contact Wanda Raymond at (800) 234-1133 extension 2645 or wanda.raymond@fmins.com.