

Register Now for Our ‘Trustworthy Selling’ Life Insurance Education Series

Become the multi-line agent your customers want and need. With content developed by the LIMRA, a worldwide research, learning and development organization, gain 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 over two, two-day sessions, and registrants must be able to attend all classes in the series.

Series 1:

Thurs., May 17: 9:30 a.m.-5 p.m.

Fri., May 18: 8:30 a.m.-2 p.m.

Series 2:

Thurs., May 31: 9:30 a.m.-5 p.m.

Fri., June 1: 8:30 a.m.-2 p.m.

Trustworthy Selling attendees are responsible for making their own travel and hotel arrangements. Discounted rooms are available at SpringHill Suites and Fairfield Inn in Frankenmuth for attendees on a first-come, first-served basis, so register soon to take advantage of this special rate.

[Click here](#) to register for the series and for more information on booking 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.