

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

Become the trusted multi-line agent your customers want and need through Frankenmuth Insurance’s “Trustworthy Selling” education series. With content developed by LIMRA, a worldwide research, learning and development organization, you’ll 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](#) to register for the four-class series. Don’t wait; space is limited. Registration closes on Thursday, Oct. 25, 2018.

Classes are held at our home office over two, two-day sessions, and registrants must be able to attend all four classes in the series.

Series 1:

- Thursday, Nov. 8, 2018, 9 a.m.-4:30 p.m.
- Friday, Nov. 9, 2018, 8:30 a.m.-3 p.m.

Series 2:

- Thursday, Nov. 29, 2018, 9 a.m.-4:30 p.m.
- Friday, Nov. 30, 2018, 8:30 a.m.-3:30 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](#) for hotel accommodations and special discounted rates for this class series (based on availability).

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