Register Now for Our One-of-a-Kind Workshop, “It’s More Than Just Life”

From heartbreaking personal stories to proven sales strategies, Frankenmuth Insurance brings together life insurance experts to help agencies excel at its annual workshop, “It’s More Than Just Life.”

On Tuesday, Sept. 15, Agency Principals and Life Producers will get an opportunity to learn from carefully selected speakers to create a life cross-selling culture. Don’t miss your chance to learn about proper staffing, seamless issuing of policies, sales methodologies that build trust and get results and the very personal side of life insurance during this valuable workshop, which will be held at our Home Office from 10 a.m. to 3:30 p.m. with lunch provided.

Frankenmuth Insurance has gathered some of the most respected business leaders for this workshop, including:

- **Garry Kinder**, sales and management consultant to more than 300 companies worldwide, from Kinder Brothers International makes a return visit to help you develop a “recruiting mindset” whether you need to hire two producers a year or one every five years.
- **Janet Vincent**, executive vice president, and **Teresa McCullough**, managing chief underwriter, from HOVIN Underwriting Partners will give tips and tricks to get life policies issued quickly and accurately for the highest level of service to your customers.
- **Delores Freitag**, training consultant, and **Vince Peterson**, senior consultant, from LIMRA International provide practical ways to proactively pivot to life insurance and retirement conversations and position agents as trustworthy advisors.

As an added bonus, you will hear from Michele Krzewina, a previous Real Life Stories recipient, who’ll share her story of how life insurance saved her family’s business and secured her children’s future. For a preview of Michele’s story, which sheds light on the importance of what we sell, visit www.lifehappens.org/krzewina.

To register for this workshop, click here. Registration requires an Agency Services Username and Password. For assistance, contact eBusiness Support at 1-800-234-1133 extension 3000.

Those who require overnight accommodations must register by Aug. 28 to reserve one of our limited hotel rooms, which will be processed on a first-come, first-served basis.

For any questions about registration or the workshop, please contact Mary Reinbold at (800) 234-1133 Ext. 2330.