Don’t Miss Your Chance to Attend the Frankenmuth Insurance Agency Academy in Ohio

Frankenmuth Insurance is proud to announce the creation of a new education program for our agencies: the **Frankenmuth Insurance Agency Academy.**

We understand the need for education in your agencies at every level – from sales techniques to understanding the modern buyer; training to retention. That’s why Frankenmuth Insurance seeks to provide a world-class agency education experience that goes beyond product and systems training.

Our first course, “**The Indispensable CSR**,” is a unique opportunity to deepen your skills as a CSR and help your agency grow.

After attending this event, you’ll be able to:

- Implement effective questioning techniques focused on uncovering the “need behind the need”
- Demonstrate the value of cross selling to the customer and agency
- Effectively sell and market both over the phone and on social media
- Model a contagious personal brand to customers and within your agency

For more information, click here.

The Indispensable CSR will be held from 9 a.m. until 3:30 p.m. on the following dates:

- June 19 – Columbus, Ohio
- June 20 – Cleveland, Ohio
- June 21 – Perrysburg, Ohio

To register for one of these courses, click on the date above.

Don’t wait! Space is limited and deadline to register is June 5. Lunch will be provided.

We look forward to providing you with additional great educational offerings in the months and years to come.

Questions? Please feel free to reach out to your Personal Lines field manager.