

Register Now for ‘Trustworthy Selling’ Life Insurance Education Series

Become the multi-line agent your customers want and need through Frankenmuth Insurance’s “Trustworthy Selling” education series. With content developed by the LIMRA, a worldwide research, learning and development organization, cultivate 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 four classes in the series.

Sessions 1 & 2:

- Thursday, August 1, 2019, 9 a.m. – 4:30 p.m.
- Friday, August 2, 2019, 8:30 a.m. – 3:30 p.m.

Sessions 3 & 4:

- Thursday, August 15, 2019, 9 a.m. – 4:30 p.m.
- Friday, August 16, 2019, 8:30 a.m. – 3:30 p.m.

[Click here](#) to register for the four-class series. Don’t wait; space is limited! Registration closes on Wednesday, July 24, 2019.

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 on a first-come, first-served basis. We encourage attendees to register soon to take advantage of these special rates. [Click here](#) for hotel accommodations within our discounted room block for this class series (based on availability).

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