Register to Earn Your CPIA in Frankenmuth

Gain valuable tips on consumer expectations, account development and retention, and interpersonal communication skills in an interactive and fun atmosphere – as well as earn your Certified Professional Insurance Agent (CPIA) Designation – through Insurance Educators' presentation of AIMS Society's Insurance Success Seminars. Held from June 20-22 at Frankenmuth Insurance's Home Office, this series of seminars offers agency sales managers, account managers, producers, internal support staff and company marketing personnel the skills they need to be a true SUCCESS!

Each section of the workshop material contains tips for preventing Errors & Omissions and focuses on the following areas:

CPIA 1 – Position for Success focuses on internal and external factors affecting the development of relationships leading to effective business development plans.

CPIA 2 – Implement for Success provides participants with specific tools for uncovering consumer needs to effectively deliver insurance and risk management solutions.

CPIA 3 – Sustain Success will discuss policies and techniques for controlling errors and omissions including policy review, delivery, customer relations, and more.

The CPIA designation is designed to complement the technical knowledge gained in other designation programs and insurance training. By taking all three of the seminars listed above, you'll not only earn your designation, but the CPIA designation also:

- Enhances your technical knowledge with SUCCESS KNOWLEDGE
- Shows the value of selling coverage not price by developing the customer relationship
- Is the first-of-its-kind; a hands-on, how-to-training
- Is participatory and requires NO written exam
- Offers 21CE credits, 7 credits per day – 5 PC & 2 ethics*
- Educates producers, new and seasoned, with focus on reenergizing your agency
- Provides participants with ideas that produce results immediately.
- Can turn an agent into a Producer? Do you know the difference?
- Qualifies as an approved E & O Loss Control Seminar for a discount with Utica Mutual

Registration Details:

- Registration for all classes starts at 8 a.m.
- Classes are held from 8:30 a.m.- 4:30 p.m.
- Registration fee includes breaks & lunch.
- Three-day CPIA designation: $495
- CE costs $21 (if needed)
- One day: $207 (w/ CE); $200 (w/o CE)
- Overnight accommodations are available.

For more information about the program, click here.