

New Producer Development Program

A successful career begins with the right training.

FOR AGENTS AND BROKERS



Earn your AAI designation faster,

in about half the time vs. those that earn the AAI who do not participate in our program.

"I feel more confident with commercial lines as a result of taking this class and that has overall assisted me with all of my transactions with my clients."

Liberty Mutual Independent Agent

Turning Producers into Valuable Contributors in 30 Weeks

Empower newly licensed producers with the New Producer Development Program, designed by Liberty Mutual Insurance. This 30-week course provides knowledge, instills confidence, and develops sales skills with a combination of e-learning, classroom training, and in-agency activities.

This program allows new producers to:

- Create and follow a detailed sales plan in partnership with an agency mentor, and a Liberty Mutual regional trainer, territory manager, and underwriter.
- Develop effective and innovative sales and prospecting techniques specific to commercial insurance.
- Learn to analyze and communicate commercial lines exposures, coverage forms, and endorsements.
- Study risk analysis techniques and added value services.
- Gain a deeper understanding of agency operations, management tools, and information needed to write and service business.
- Establish a clear professional advantage by earning The Accredited Adviser in Insurance® (AAI) designation.

Six Steps to Success

Step 1

Week 1: Orientation — program overview

Step 2

Weeks 2 – 7: Production foundation — risk management and commercial lines coverage

Step 3

Weeks 8 – 16: Multiline insurance — commercial lines coverage

Step 4

Week 17: Classroom session — Liberty Mutual products and services

(Producers attend a three-day face-to-face session; travel is typically Monday and Friday. Agencies are responsible for the costs of travel and accommodations.)

Step 5

Weeks 18 – 29: Agency operations — marketing, sales, and customer service best practices

Step 6

Week 30: Half-day certificate award luncheon

Program Details

Tuition is \$3,500. The program is open to all new licensed property and casualty producers with at least four months of insurance experience. Core content is based on AAI materials. The Institutes® award continuing education credits for passing AAI examinations in most states.

Requirements

Don't miss out! Winter/spring session: Apply by December 29, 2017.
Summer/fall session: Apply by April 27, 2018.

#1

AAI Designation pass rate

#1

Big I Endorsement

Program begins:

Winter/spring session - January 23

Summer/fall session - May 22

Apply online at:

<https://agenthelp.wufoo.com/forms/commercial-lines-new-producer-development-program/>

To make sure each producer has the best shot at success, participants are required to:

- Commit 15-18 hours per week studying, attending class, and/or working with in-agency mentor.
- Participate in an online orientation.
- Complete two chapters of the AAI program each week.
- Complete in-agency activities and online classroom assignments each week.
- Complete weekly webinars with a training manager.
- Attend a three-day live session, which may require travel and accommodations at the agency's expense. Travel is typically designated for Monday and Friday.
- Pass the AAI 81, 82, and 83 national exams.
- Attend a graduation/recognition event.

Eligibility

Program participants need to meet these requirements:

- Hold an active property and casualty license.
- Have a minimum of four months of insurance experience.
- Provide information on formal education to help us determine that the candidate is a good fit and prepared to take AAI exams.
- Demonstrate ability to work well with the agency manager and staff to complete in-agency assignments.
- Experience with online learning is a plus.

The Agency Manager's Role

Managers should expect to pave the way by providing support in these ways:

- Complete a weekly action plan with the producer.
- Monitor training and provide coaching and assistance when needed.
- Coordinate in-agency training activities.
- Confirm that producers complete all assignments each week.

Contact your territory manager to learn more.