



Presents

Be an agent with **Success Knowledge**
Register to obtain this National Designation in Michigan TODAY!

Insurance Success Seminars lead to the national **Certified Professional Insurance Agent** (CPIA) Designation. **Insurance Success Seminars** provide valuable tips on consumer expectations, account development and retention, and interpersonal communication skills in an interactive and fun atmosphere. Each section of the workshop material contains tips for preventing Errors & Omissions. Agency sales managers, account managers, producers, internal support staff and company marketing personnel all benefit greatly from this program.

CPIA is designed to complement the technical knowledge gained in other designation programs and insurance training.

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 program

- 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**

*All classes: Registration 8:00 am; class 8:30 am - 4:30 pm; Fees include breaks & lunch
Three day CPIA designation Investment \$495; CE costs \$21 (if needed); one day \$200 + \$7
[Contact us for room information if needed.](#)*

For Schedule and to Register <http://www.insuranceeducators.net/registration.html>

For more information <http://insuranceeducators.net/cpiaoverview.html>

Questions? Contact Janet K Holstine, BA, MSL, CIC, LIC, CPIW, AIT, DAE, CPIA
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* Provider 0394 AIMS Society; CPIA 1 #66779, CPIA 2 #66780, CPIA 3 #66781