

CLICK INTO THE NEW STRUCTURE OF LEARNING WITH THE **FREE!**

NAIFA ONLINE SEMINAR SERIES



The new NAIFA Online Seminar Series features training and information programs on various topics important to running your business and enhancing your success — including practice management, sales, marketing, and prospecting — each with specific content for every career stage.

“SUCCESSION PLANNING”

- Geared towards the established or accomplished agent and advisor.
- Provides a comprehensive overview of the core components of a succession plan and keys to developing a successful strategy.
- Attributes to consider when choosing a successor and various ways to value your business along with an array of related resources to assist you in this process.

“SURVIVE AND THRIVE IN YOUR FIRST THREE YEARS”

- Targeted to those new to the business.
- Provides useful insights along with sales, marketing and prospecting tips to incorporate into your practice.
- Seminar based on the personal experiences of one of NAIFA's own young advisors.

“HIRING THE IDEAL ASSISTANT”

- Designed for established producers who are ready to take their practice to the next level.
- Includes practical information on the various elements to consider when seeking to recruit, train and retain a qualified assistant who can effectively partner with you and help build your business.

“THE SIX STEPS TO AN EFFECTIVE REFERRAL CONVERSATION”

- Provides a 6-step conversation to help obtain high-quality referrals on a consistent basis.
- Highlights the major key factors to getting referrals.
- Includes insight on how to ask for the referral business you deserve.

// *This new unique member benefit provides a new structure of learning for NAIFA members never offered before. Add to the professional quality of this series, the ease and efficiency of taking a seminar without ever having to leave your desk, and the low member cost — the overall value is unparalleled.* //

Larry Lee, CLU, ChFC, Irvine, CA

To learn more about products, programs and services that are available to members for free or at a special discounted rate, visit www.naifa.org/benefits or contact the **Professional Development and Education Department at 877-866-2432.**



CONNECTIONS THAT COUNT

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