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NAIFA Launches the NAIFA Sales System to Help Producers Reach "The Next Level"

FALLS CHURCH, VA — February 24, 2009 — The National Association of Insurance and Financial Advisors (NAIFA) is pleased to announce the launch of the NAIFA Sales System – an online sales skills development program with coaching support – the latest addition to the *new* NAIFA Professional Development System.

"Sales training and coaching support are among the most widely requested and highly valued member benefits identified in NAIFA's strategic plan, NAIFA 21," says NAIFA President Cliff F. Wilson, CLU, ChFC, LUTCF, CLF. "We are excited to offer this high quality program at a value-driven price to our membership."

The four-month program is comprised of 12 online modules using *Fundamentals of Integrity Selling*[®] courseware based on the concepts found in the book, *Integrity Selling for the 21st Century* by Ron Willingham, founder of Integrity Solutions, an international leader in sales and customer service training and development with more than 2,000 client companies and is supported by eight live telecoaching sessions led by experienced sales coach, Robert A. Arzt, CLU, ChFC, LLIF, president and founder of Insurance Coach U[™].

According to Mr. Arzt, "Whether you are an agent or advisor who is new to the business, has a great deal of experience but wants to bring your business to the next level, or who feels that your business has become stale and wants to get yourself back on track, this program is designed to help you take your practice to the next level."

To learn more about the program, visit www.regonline.com/naifasalessystem or contact Diane Powers, Vice President for Professional Development and Education at 703-770-8226 or Email: dpowers@naifa.org.

— More —

About NAIFA: Founded in 1890 as the National Association of Life Underwriters, the **National Association of Insurance and Financial Advisors** comprises nearly 800 state and local associations representing the business interests of 60,000 members nationwide. Members focus their practices on one or more of the following: life insurance and annuities, health insurance and employee benefits, multiline, and financial advising and investments. NAIFA's mission is to advocate for a positive legislative and regulatory environment, enhance business and professional skills, and promote the ethical conduct of its members. Visit NAIFA's website at www.naifa.org.

Insurance Coach U™ is a training and development company dedicated to producers and managers in the financial services industry. Insurance Coach U™ offers individual coaching, group coaching and other programs such as sales skills, customer service, goal achievement and practice management training courses. These programs are all designed to give immediate and dramatic results in sales productivity and business development. Insurance Coach U™ was founded by Robert Arzt CLU, ChFC, LLIF a 30-year veteran of the financial services industry. Visit the Insurance Coach U™ website at www.insurancecoachu.com