

SALES/MARKETING: Flexible Learning Path



Start with the recommended learning path on page 2, then select from the options below to complete your personalized learning plan

TOPICAL KNOWLEDGE

[The Sales Support Collection: For Home Office Employees](#)

[Distributing Insurance Through Agents](#)

[Managing Time and Stress](#)

[Recognizing Financial Exploitation](#)

[Understanding Best Interest](#)

TARGETED DEVELOPMENT

Foundational

[Meeting Customer Needs with Insurance and Annuities \(LOMA 281\)¹](#)

[Improving the Bottom Line: Insurance Company Operations \(LOMA 291\)¹](#)

[Customer Service for Insurance Professionals \(ACS 101\)](#)

¹ Certificate in Insurance Fundamentals awarded upon completion of these 2 courses

Proficiency

[The Policy Lifecycle: Insurance Administration \(LOMA 302\)](#)

[Insurance Marketing: Connecting with Customers \(LOMA 321\)](#)

[Retirement Fundamentals \(SRI 111\)](#)

[Retirement Savings & Investments \(SRI 121\)](#)

Expertise

[Institutional Investing: Principles & Practices \(LOMA 357\)](#)

[Risk Management & Product Development for Life Insurance Companies \(LOMA 371\)](#)

[Certificate in Regulatory Compliance Essentials](#)

LEADERSHIP DEVELOPMENT

Industry Designations: [Fellow Life Management Institute \(FLMI\)](#) [Associate Customer Service \(ACS\)](#)

Networking & Learning Events: [Industry Conferences](#) [Marketing Committee](#) [Webinars](#) [Facilitated Learning](#) [Societies](#)

Resources – Trending Topics, Studies & Reports: [Industry Trends](#) [Consumer Research](#) [Information Center](#)

Get Started with the FLMI Level 1

Earn Your Certificate in “Insurance Fundamentals”



60-Day Learning Path

STUDY DATES	Done ✓	<u>“Need To Know” Course #1: LOMA 281</u> <u>Meeting Customer Needs</u> <u>with Insurance and Annuities</u>	STUDY DATES	Done ✓	<u>“Need to Know” Course #2: LOMA 291</u> <u>Improving the Bottom Line: Insurance</u> <u>Company Operations</u>
Week 1: _____ _____ _____		Module 1 (4 lessons): 3-4 hrs Risk and Insurance	Week 5: _____ _____ _____		Module 1: 3 hrs Company Overview
Week 2: _____ _____ _____		Module 2 (4 lessons): 3-4 hrs Individual Insurance Products	Week 6: _____ _____ _____		Module 2: 4 hrs Product Administration
Week 3: _____ _____ _____		Module 3 (3 lessons): 2-3 hrs Benefits, Provisions and Ownership Rights	Week 7: _____ _____ _____		Module 3: 3 hrs Marketing, Product Development & Compliance
Week 4: _____ _____ _____		Module 4 (3 lessons): 2-3 hrs Group Products	Week 8: _____ _____ _____		Module 4: 2 hrs Financial Management

What people are saying about the FLMI Level 1 courses:



<https://www.loma.org/en/professional-development/catalog/loma-281/>

“Advance Your Knowledge” webinars to help you build a personalized learning plan: <https://www.loma.org/en/events/webinars/ayk-webinars/>