



Success with CPIA

Insurance Success Seminars that lead to the Certified Professional Insurance Agent (CPIA) professional designation have been described as “practical,” “motivating” and “immediately useful.” We think you’ll agree.

The workshops are designed for anyone interested in making certain that insurance buyers have the best possible protection. Everyone from principals and producers to customer service and other agency professionals find value, as do company marketing, distribution, underwriting and claims staff.

“I really enjoyed the CPIA classes. Great real-world examples to help you grow your business.”

If you’ve been to other continuing education-qualified training, you’ll notice that *Insurance Success Seminars* are different. No boring lectures. No chance to sit in the back row of a theater-style setup and catch up on Facebook or Pinterest, plow through e-mails or get lost

in a good book or e-book you’ve been putting off. Instead, from the start, you’ll engage with fellow insurance pros and learn by actually working on real-life issues.

Together, you’ll create practical solutions that you can implement as soon as you get back to your office. And because you learn by doing, not by just listening, you’ll remember—and be able to use—much more of what we cover in class. Plus, as you work together, you’ll build a network you can use down the road.



The three parts of CPIA designation curriculum—*Position for Success, Implement for Success and Sustain Success*—will teach you how to build and deliver effective insurance programs, broaden your organization’s market reach and deliver customer service that drives increased retention.

You’ll leave with increased technical knowledge, practical ways to reduce E&O exposures, greater confidence in your ability to serve today’s customers how they want, and more.



CE, E&O and a Guarantee

Each *Insurance Success Seminar* is approved for up to seven continuing education credits in most states—eight in some. Throughout each section of the workshops, tips for preventing errors and omissions are highlighted and discussed. And each CPIA class comes with a satisfaction guarantee: Implement the principles covered in these sessions and experience a 20% increase in personal production within six months, or your registration fee will be refunded.

