

LUTCF Designation

LUTC 201 – Techniques for Exploring Personal Markets

LUTC 202 – Techniques for Meeting Client Needs

LUTC 251– Essentials of Business Continuity

LUTC 261 – Foundations of Retirement Planning

LUTC 211 – Essentials of Disability Income

LUTC 290 – Ethics for the Financial Services Professional

LUTC 201 – Techniques for Exploring Personal Markets

Course Description:

This course explores using effective marketing and prospecting strategies to identify potential clients. It focuses on marketing that supports an overall client-focused selling strategy of building long-term, mutually beneficial relationships with clients. It teaches newer advisors how to develop basic marketing strategies for prospecting, target marketing, approaching prospects, and providing service within the personal insurance market. The course discusses how to identify what, to whom, and how to market.

Course Highlights:

Presents basic planning concepts and needs applicable to the personal insurance market

- Covers the process of prospecting, with an emphasis on referrals
- Discusses how to develop a strategy for identifying target markets
- Addresses the process of client-building through servicing and monitoring insurance plans
- Discusses the concept of “life-cycle segmentation” for prospecting
- Presents basic product knowledge for life insurance, disability income, Medicare supplement, and other products.

Course Format:

This LUTC course is a moderated course and entails weekly classes. Students **MUST** complete hand-in assignments. The final examination is in a multiple choice format. This is for every LUTC course except for LUTC 290.

LUTC 202 – Techniques for Meeting Client Needs

Course Description:

This course, now in a new format, offers an introduction to the life insurance sales career and the sales/planning process in the personal market. The themes include total-needs selling, the consultative selling process, and the needs for personal life insurance. Discussions of skills used throughout the sales/planning process, from the initial client meeting, through fact-finding and sales presentations, to servicing and continuing a mutually profitable relationship are also presented. The course also reviews insurance products, policy provisions, underwriting, the taxation of life insurance and effective communication skills that will enhance an advisor’s business.

Course Highlights:

- Focuses on effective communication skills for use throughout the sales/planning process
- Presents basic sales skills to successfully conduct the sales/planning process
- Emphasizes the importance of relationship building skills as the basis of sales success.

LUTC 251– Essentials of Business Continuity

Course Description:

This course examines how the business owner can use life insurance to continue a business beyond his or her death or the death of another key person. It also explores the various organizational forms under which business owners operate and examines what to say, how to say it, and when to say it to capture the attention of the business owner. The course suggests effective words to use, sample letters and fact-finding forms, and presenting and closing techniques. The course covers how life and disability income insurance can guarantee the control and value of a business following the owner's or key person's death or disability through buy-sell agreements and key person insurance. The course also explores the basics of estate planning for the business owner.

Course Highlights:

- Reviews the problems and solutions to those problems that result from the death or disability of a business owner or key employee for the business and its dependents
- Explores succession planning, with emphasis on buy-sell agreements funded with insurance.
- Examines the ways in which a business owner can retain and continue the value of the business in the case of death, disability, or retirement from the business
- Discusses the various organizational forms under which business owners operate
- Presents the basics of estate planning for the business owner

LUTC 261 – Foundations of Retirement Planning

Course Description:

This course provides an overview of how changing demographics are creating increased numbers of prospects for retirement planning. It addresses how the responsibility for planning continues to shift to individuals, and focuses on long-term retirement planning goals.

Course Highlights:

- Addresses ways to accumulate money for retirement, to fund an education, to satisfy long-term needs, and more.
- Discusses the role of Social Security, Medicare and Medicaid, and tax policies in retirement planning.
- Explores the suitability of accumulation vehicles, including stocks, bonds, mutual funds, life insurance, and annuities.

LUTC 211 – Essentials of Disability Income

Course Description:

Disability income is a perfect complement to life insurance, offering cross-selling opportunities that increase agent productivity. This course examines disability income insurance and the related products of business buyout coverage, business overhead expense insurance, and long-term care insurance.

Course Highlights:

- Demonstrates what it means to be a true income protection expert.
- Reviews proven approaches used by the best in the business.
- Teaches how to overcome common objections and close the sale.
- Explains the critical need for disability income coverage.

LUTC 290 – Ethics for the Financial Services Professional

Course Description:

This self-study course, designed by the holder of the American College's Lamont Post, Chair of Ethics and the Professions, provides a practical, thought-provoking, and challenging presentation on ethical values in the decision making processes of professionals in the financial services industry. The course goes beyond theoretical concepts by presenting a practical framework for making ethical business decisions; examining legal, compliance, and practice standards; and discussing ethical approaches to placing financial products, determining suitability, and assessing risk.

This course is required to earn the LUTCF designation, concludes with a final examination, which also must be taken if state continuing education credits are sought.

Course Highlights:

- Describes the evolution of the financial services market and its ethical problems
- Provides a framework for ethical decision making, including ethical sensitivity exercises and decision processes.
- Discusses federal and state regulations, compliance limitations, the increasing emphasis on professionalism and ethics codes, and practice standards
- Explores the ethics of specific professional practices including unnecessary replacements, misleading sales practices, suitability requirements, and rebating, along with a discussion regarding conflicts of interest
- Examines the NASD Rules of Conduct and Fair Dealing with Customers