

The President's Corner



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Sprint to the finish line! Finish Strong!

Have you ever run a race, and you pick up speed just before the end, so much that when you pass the finish line, it takes a little while to slow down?

Use this last quarter as your sprint to the finish line. Pick up speed, feel the momentum increasing, go for gold. Have a strong finish, so that you are propelled into a great start of 2020. Remember it is not how you started the race, or where you are during the race, what matters is that you finish strong. So do not give up at this time, keep going, keep pressing on, see the finish line in sight, and reach for it. Go for gold. Finish Strong!

Gary Ryan Blair said, "Every task, goal, race and year, comes to an end...therefore, make it a habit to FINISH STRONG."

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Education Statistics - Semester 2, 2019

TTAIFA held regular exams on Wednesday 10th July, 2019 and supplemental exams on Wednesday 14th August, 2019 which took place at TTAIFA's Secretariat. Semester 2 saw three (3) courses achieve a pass rate of 100% and five (5) moderators achieved an 100% pass rate.

RESULTS	FA 201	FA 202	FA 251	FA 257	FA 261	FA 290	FA 271	FP 99	FA 200
Number of Students	19	18	19	8	13	12	14	27	-
Number Passed	8	18	12	7	10	4	14	27	-
Pass Percentage	42%	100%	68%	88%	85%	33%	100%	100%	-

Courses Offered for 2020

Financial Services Certified Professional (FSCP)	Click Here to View Brochure!
The AFA/PFA/MFA Designations	Click Here to View Brochure!
Agency Managers Training Course (AMTC)	Click Here to View Brochure!
The AIAM/CIAM/CFMA Designations	Click Here to View Brochure!

Education Calendar for 2020

Semester	Semester Starts	Enrollment Deadline	Classes Begin	Exam Dates	Supplemental Exam Dates
1	January	November 2nd	January 6th	March 18th	April 22nd
2	May	March 16th	May 11th	July 22nd	August 26th
3	September	July 13th	September 7nd	November 11th	December 16th

Chapter Activities



East Chapter - Liming with the Stars 2019

TTAIFA's East chapter held its annual event, Liming with the Stars on Friday 5th July, 2019 at Guardian Life Building, Chaguana. Largest group was rewarded a stocked cooler.



East Chapter - Going Green 2019

Going Green was held at Trincity Mall on Saturday 27th July, 2019, it was a huge success with hundreds of shoppers lining up to collect seedlings.



North Chapter - Pick Up Something & Run With It

TTAIFA's North chapter held a seminar on Wednesday 3rd July, 2019 at the TTAIFA Secretariat. Speakers were Branch Manager, Dexter George on Retirement planning and Dr. Marisa Nimrod on Critical Illness.



South Chapter - Get it Done Before the Last Ball

TTAIFA's South chapter held a seminar on Wednesday 7th August, 2019 at the Guardian Life Building, Hobson's Court. The Feature Speaker was former West Indies Cricketer Mr. Deryck Murray.



Digital Marketing Workshop

TTAIFA hosted a two (2) day workshop in collaboration with CyberSafeTT's lead facilitator Daren Dhoray from Thursday 15th to Friday 16th August, 2019 at the TTAIFA Secretariat. Some of the topics touched on include: Digital Brand Identity, Market Research, Email Marketing, Media platforms and Measuring success.

The purpose of the workshop was to provide insights on how to manage multiple social media platforms and generate new business via those platforms through the use of Facebook Ads, Google Adwords, Instagram & LinkedIn marketing, and website creation,

Participants had a professional photo taken to assist in the start up of their digital brand.

Motivational Quote

Here's the Best Way to Create Luck, Money, ... by Antonio Arra, Guardian Life

Luck is not an event, but a residue of process." In the Million Dollar Mindset we teach that "luck and fortune favors a prepared mind.

Want to get "lucky"?

Then work harder. Prepare with details and stick to your goals finish one at a time, then move to the next. Why?

Because "luck" in business is a by-product of process. **NOT A GAME of CHANCE**

TO BE CONTINUED...

Public Speaking / Toast Master - Two Session Workshop

“You never get a second chance so let your first impression count”.

“Remember it wasn’t raining when Noah built the ark”.

Come to TTAIFA and master the art of public speaking, learn from the best.



Tuesday 12th & 19th November, 2019

Date: 9:30am-12:30pm | Cost: TT \$550.00

TTAIFA’s Office, 129-131 Edward Street, P.O.S

Refreshments will be Served

Garth Thomas is a TTAIFA Hall of Fame member, the executive director of two companies and he holds the Toastmasters International Designations: ACB (Advanced Communicator Bronze) and CL (Competent Leader). He has been the Top Individual Agent of the Unit Trust Corporation for twelve years.

Upcoming Events

East Chapter’s Meeting - Stepping into the Extraordinary	Wednesday 2nd October, 2019
South Chapter’s Meeting - Post Budget Discussion 2019	Wednesday 9th October, 2019
North Chapter’s Boat Ride	Friday 25th October, 2019
TTAIFA Graduation 2019	Saturday 26th October, 2019
CARAIFA Day of Common Concern	Thursday 31st October, 2019

CARAIFA Congress 2020



**Eszylfie
Taylor**

Creator of The Taylor Method
May 6th, 2019



**Nigel
Romano**

Former CEO & Managing
Director of JMMB (T&T)
May 5th, 2019



**Luke
Quamina**

Personal Development
Coach & Motivational Speaker
May 6th, 2019



**G.A Harrison
Pilgrim**

BA. CLU. MBA.
May 4th, 2019

Congress 2020 to be held in Trinidad and Tobago at the Hyatt will take place from Sunday May 3rd to Wednesday May 6th 2020 under the theme "Tick Tock".

TTAIFA's Website is updated with a Congress 2020 landing page where persons can register and pay online as well as get regular updates on all Congress Activities at <http://congress2020.ttaifa.com/>. Monthly payment plans are offered until March 31st, 2020.

Please be advised of the following payment options below are available for Congress 2020:

- Wire Transfer / Credit Card or Debit Card,
- Personal Cheques (made payable to: TTAIFA), Company Cheques (made payable to: TTAIFA) - Company payments are normally in full and completed registration form must be submitted to their relevant departments who would make the necessary arrangements.
- Payment can be made in equal parts or otherwise; once paid by the period deadline in which you are interested.

10 Tips for Closing Sales Every Insurance Agent Should Know

By sfglife.com / Author: Symmetry Financial Group

Whether you sell life insurance, mortgage protection, disability and critical illness insurance, or annuities, the goal is the same: grow leads and increase sales. The good news is that you are in a sales career that offers multiple ways to grow your business relatively inexpensively. Here are 10 tips every insurance agent should know to close more sales.

1. Listen More, Talk Less

As tempting as it is to sit down and begin explaining all the benefits of your insurance policies and plans, the best thing you can do is let the prospect lead the discussion. Instead of pitching your product, sit down and ask the person you are speaking with about their lifestyle. Ask questions about their family and concerns for the future, and let them tell you what it is they are looking for. Your role is to be an insurance consultant, not an insurance salesman.

2. Don't Sell Products, Provide Solutions

Instead of jumping into a sales pitch about the great discounts your agency offers on insurance plans, explain to the prospect how what you are offering can help solve a problem they currently have, or potential problem down the road. People are much more likely to purchase products that resolve problems and provide them with peace of mind. You will only be able to do this successfully if you understand the families' needs and have followed rule number one: Listen More, Talk Less.

3. Highlight Benefits over Features

Rather than focusing on the technical aspects of an insurance policy (although you do want to be sure the lead clearly understands this prior to purchase), first highlight how having insurance will help them in terms they can relate to. For example, explain how the policy help will pay the bills if they become disabled. Be sure to keep the lead and their needs at the center of the conversation.

4. Leave Something to Remember You By

Most simple life insurance sales – especially lead driven sales – can be a one sit close, but occasionally families will need to weigh their options and put more thought into their final decision. This is certainly the case with annuity sales or more complex life insurance sales. Be sure you are prepared with specific company or product literature that you can leave behind. At the very minimum, be prepared to leave a business card, because those who do buy may have questions after you leave and will need a way to get in touch with you, especially if or when they need to use the policy.

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5. Set Goals and Deadlines

Make sure that your goals are specific. What number of appointments are you going to set this week? 10? 15? 20? How many of those appointments will result in a sale? Be sure your goals are realistic. Rather than aiming for a 100% close rate, aim to increase your insurance sales by 10%. Incremental goals are much more achievable and create an atmosphere of success. Don't leave your goals open-ended. It's not enough to say "I will increase sales by 10%." Instead, give yourself a set deadline. "I will increase sales by 10% every month."

6. Take Advantage of Networking Opportunities

Take advantage of the opportunity to attend trade shows, conferences and meetings, and network with other insurance professionals in your field. These are great places to make connections, learn from respected industry leaders and stay up to date on industry trends.

7. Ask for Referrals

Have a happy prospect that you've helped in the past? Don't be afraid to ask for referrals. Word-of-mouth is still a viable, and free, lead generating tool.

8. Learn Something New Each Day

Devote some time each day to improving your sales and marketing knowledge. Read a book, attend a webinar or listen to an audio book, and try to learn something new about your field.

9. Associate with Successful Professionals

Surround yourself with successful, positive people. If you are surrounded by people who are meeting their goals, it will help motivate you to achieve your own objectives. Talk to other professionals in the insurance business about what does and does not work, and ask about their experiences when they were in your shoes.

10. Love Your Job

In order to be truly successful, you have to love your job and believe in the product you are selling. People who enjoy what they are doing experience less stress and a higher success rate.

About TTAIFA

Support your Insurance Industry, Protect yourself and your Clients.

Our TTAIFA association was successfully formed in 1975 to mainly assist with the continuous education and professional development of all Insurance and Financial Advisors in Trinidad & Tobago. In spite of all the diversity within the industry the characteristics of those who join TTAIFA remains the same.

Trinidad and Tobago Association of Insurance & Financial Advisors (TTAIFA) provides education for Insurance & Financial Advisors in Trinidad & Tobago. Through a frame work of cooperation with the American College and the Centre for professional Development, the Association has provided open enrollment program delivery and facilitation services.

TTAIFA is also in the process of introducing new relevant programmes all in the continuing process of better educating and certifying students.

TTAIFA Members

Our TTAIFA membership attracts top performers who are civic minded. This hard working group of people focus on the process of continually building their business, increasing knowledge & enhancing skills. Our educational offerings provide members with the professional development and continuing education needed. Additionally TTAIFA offers more programs: FSCP, AMTC, MFA, AIAM, CMFA, CIAM, and Prospect or Perish. All professional programs are ratified since we are registered as an ACTT registered educational association.

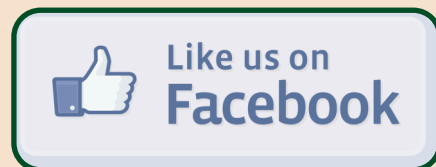
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