

TTAIFA PRESIDENT'S CORNER



Mariana Galindo
LUTCF, MFA
TTAIFA President

INDEPENDENCE DAY MESSAGE

To all my fellow colleagues in this magnificent industry, 2020 is known to be perfect vision, and so when we as a people entered this year, it was felt, many **great** things will happen. We were not disappointed, it's just that we did not anticipate "**great**" to mean a world-changing experience. Who really looks back at 100 years to plan? The Insurance Industry utilizes statistics based on a 100 hundred-year tabulation.

Despite all of this, we celebrate; yes, we have something to celebrate. We celebrate 58 years of Independence as a country, as a people. This is a place where every creed and race find an equal place, with our watch words; Discipline, Tolerance and Production.

Let us be **Disciplined** to see how absolutely important the work we do places families in a better economic position by the stroke of our pen; well now it can also be our soft signatures on our electronic devices, such as, Computers, Tablets or I-pads.

Let us exhibit **Tolerance**, to endure the changes of a new working environment via the internet platforms, like Zoom and Microsoft Teams. To work in a space that we have never ventured into before and to make the most of the uncertainty of clients behind a camera. These platforms help us engage our clients during a pandemic. Even when we cannot breathe properly, let us continue to wear our mask to protect ourselves and each other.

Let us do our **Production**. We must still produce. As long as our competition of Death, Disability and Old Age remains, we must be proactive to protect our loved ones with our production. We must still make a positive difference in the lives of the persons we meet.

Remember: Keep Safe, Keep wearing your masks, Keep in contact with your clients, Keep doing what we do best in this time where our industry, not just survives, but **Thrives**.

Happy Independence Day!

From The President and Board of TTAIFA

TABLE OF CONTENTS

TTAIFA President's Corner	PAGE 1
Events & Activities	PAGE 2
Upcoming Programmes	PAGE 3
Upcoming Workshops	PAGE 4

EVENTS & ACTIVITIES

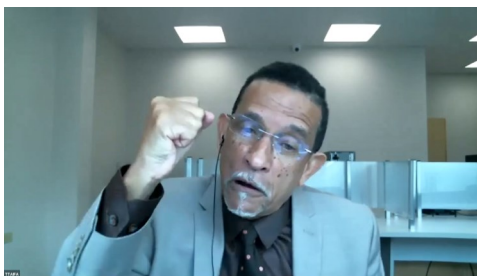
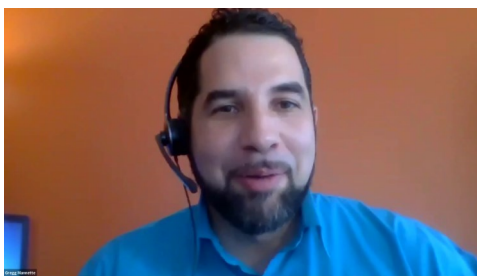
CLASSES BEFORE COVID



Seen in pictures above TTAIFA AMTC Classes: AMTC Trainers Dinesh Dass & Trevor Baddaloo

Before, the harsh impact of Covid-19, Two AMTC Classes were in progress. These classes subsequently had to be moved to our online platform, We would like to thank our trainers for their diligent work in helping to ease such an momentous transition.

ADAPTING TO ONLINE LEARNING



As we adapt to the new normal of online interaction, TTAIFA hosted Six (6) Workshops on multiple topics such as Growing with Group Insurance, a panel discussion with Top Insurance Agents on their success during the Covid-19 pandemic, a skills development programme "How much is Enough?", an interactive session on the importance of Wills and other legal matters, tips on effective communication and guideline to using social media to market your brand in our new climate. ***These workshops were well attended and acclaimed. It is our intent to provide more workshops for our memberships' further education.***

UPCOMING PROGRAMMES

MDRT, has reduced its qualifying criteria for 2020/2021 due to the COVID-19 pandemic. To assist our agents, in qualifying to attend the annual meeting, scheduled for June 2021, in New Orleans, Louisiana, TTAIFA is conducting a three-month MDRT programme entitled:

"MENTOR ME TO MDRT"

Our facilitator for these sessions is Mr. Andrew Bates who over the years has mentored over 55 agents to MDRT, including 15 from Guyana, do not miss this opportunity to qualify. **Sign-up Today.** Remember winners win, losers make mistakes.

Mentor Me To MDRT, will cover the following topics, and more.

- | | |
|---|--|
| 1. Giving up to get up. (Prioritising) | 2. Motivating prospects to go all the way. |
| 3. Setting goals and achieving them. | 4. CNA Presentation. (For Net Worth Clients) |
| 5. Breaking out of slumps. | 6. Never again run out of prospects. |
| 7. 10 Career traps and how to avoid them. | 8. Thinking as a business owner. |
| 9. Self-motivating techniques. | 10. Overcoming call reluctance. |
| 11. Power phrases that help you close. | 12. Relationship building and repeat business. |



Andrew Bates
LUTCF, FSS, HOF
Senior Moderator

DATE: 21st SEPT, 2020

COST: TT \$2,500.00

TIME: 2.5 HOURS

Click Here to Register!

HOW MUCH IS ENOUGH?

This course is a practical skills development program that equips the agent with the ability to master the entire Sales Process.

The student has to complete five interactive sessions to complete the course and attain a certificate of completion and participation.

DATE: 16th SEPT, 2020

COST: TT \$2,500.00

TIME: 2.5 HOURS

Learn More Here!

Click Here to Register!



Carlyle Fletcher
C.L.U
Branch Manager,
Guardian Group

UPCOMING PROGRAMMES (CONT.)

DIGITAL MARKET FOR PROFESSIONALS



Daren Dhoray
Digital Anthropologist
CyberSafe TT

TOPICS

DIGITAL BRAND IDENTITY
MARKET RESEARCH
BUILDING YOUR WEBSITE
EMAIL MARKETING
COPYWRITING & SEO
FACEBOOK ADS
GOOGLE ADWORDS
INSTAGRAM MARKETING
LINKEDIN MARKETING
MEASURING SUCCESS

GAIN INSIGHTS ON HOW TO

BUILD ADS FOR SOCIAL MEDIA
CREATE PROFESSIONAL IMAGES FOR SOCIAL
BUILD LEAD GENERATION FORMS
SET UP EMAIL CAMPAIGNS
RUN ADS ON GOOGLE
MANAGE MULTIPLE SOCIAL
MEDIA PLATFORMS

Click Here to Register!

DATE: OCT, 2020 - TBA

COST: TT \$1,600.00

TIME: 6 HOURS

UPCOMING WORKSHOPS

National Insurance System Workshop Hosted By Mr. Radesh Bassant	15TH & 17TH September, 2020
Sales and Strategies Workshop Hosted By Joseph Abraham	25TH September, 2020
Estate Planning and Trusts Hosted By Ms. Beverly Samuel	TBA — October, 2020
Handling Objections and Sales Tips	TBA — October, 2020
Panel Discussion: Industry Top Agents	TBA — November, 2020
Incorporation, Registration & Benefits	TBA — November, 2020

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