ABOUT US:

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.

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TTAIFA

TRINIDAD AND TOBAGO ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS

TECHNICQUES FOR PROSPECTING: PROSPECT OR PERISH

Using strategies to approach and meaningfully engage prospects turning them into clients.

FA 200 - Techniques for Prospecting: Prospect or Perish

COURSE DESCRIPTION:

FA 200 - Techniques for Prospecting: Prospect or Perish teaches advisors industry proven methods for successfully identifying, selecting, and approaching prospects for financial products and services. The course covers procedures for creating prospect awareness, target marketing concepts, and prospect qualification and prioritization techniques. Strategic, tactical, and operational business planning processes are presented in detail. Professionalism and ethics are also explored throughout the course.

COURSE HIGHLIGHTS:

- An insightful collection of prospecting strategies for financial services professionals.
- Overcome the psychological barriers to prospecting
- Learn innovative approaches to setting income and activity goals
- Learn and utilize effective contact management systems

COURSE DURATION:

The course duration is nine weeks — **Total Contact Hours: 27**

NOTE: The FA 200 course is NOT a mandatory course for FSCP designation. Upon successfully completing the course, students will receive a certificate of completion and qualify for 15 C.E CREDITS.

OVERVIEW OF THE COURSE

CHAPTER 1 explains prospecting within the context of the overall selling/planning process, and it explores ways to overcome the hurdles to successful prospecting. It also looks at the psychology of buying process from the prospect's perspective and examines what motivates people to buy.

The focus of **CHAPTER 2** is marketing. The chapter defines target marketing and its advantages, and it explains the procedure to identify niche markets using target marketing techniques, including segmenting markets and positioning the advisor's personal brand and products.

CHAPTER 3 looks at how to select prospecting sources and effective prospecting methods so that the advisor can identify names and contact information for specific prospects from the advisor's target markets.

CHAPTER 4 discusses ways the advisor can create awareness of his or her personal brand through prestige-building techniques. It also discusses how the advisor can use pre-approach activities effectively to educate and motivate prospects regarding the emotional and financial needs that the advisor's products can meet.

Techniques for approaching prospects to get an appointment are discussed in **CHAPTER 5**. The chapter explores ways to awaken prospects' interest in the advisor's products and services. There is a brief look at the face-to-face approaches, followed by an in-depths look at telephone approaches that can be used in the personal and business markets.

CHAPTER 6 concentrates on goal setting and time management. It explains the principles of goal setting, the difference between goal setting and problem solving, and the concept of structure and its application to meet goals. The chapter concludes with a discussion of techniques for effective time management.

CHAPTER 7 covers prospecting through service. It enumerates the laws of extraordinary service, describes ways to deliver it, and outlines a procedure by which the advisor can segment his or her client base into different categories of clients, each of which will receive a different level of service, to enable the advisor to be most productive and profitable.

Professional practice management is the subject of **CHAPTER 8**. This includes mentioning relationships, strategic alliances, and developing and managing a personal board of directors. The chapter also reviews the use of contact management systems, business planning and organization concepts, and issues relating to compliance, ethics and professionalism.