

Care for your clients, their families, and their futures by providing your new personal lines staff with comprehensive training.

**Target Audience:** Producers, CSRs or Account Managers who are new to the industry, and want to learn the fundamentals of personal lines insurance coverage.

When it comes to protecting your clients' personal assets, providing the most relevant and well-informed coverage is essential. Hartford School of Insurance (HSI) wants to train your new personal lines staff so your agency can stay competitive in the marketplace.

HSI's Virtual Personal Lines School is a comprehensive and multifaceted training program designed to teach new Producers and CSRs/Account Managers to sell and service business in the Personal Lines marketplace. Not only does this carrier-neutral program provide foundational education on key insurance principles such as homeowner, automobile and umbrella coverage; it also trains students on effective selling, servicing and prospecting techniques. Through this integrated technical and sales approach, students are able to leave this program with both the knowledge to provide coverage, as well as the confidence to sell it.

**Your employees don't even have to leave the office.** The instruction portion of this program is delivered in a completely virtual format. Delivered live by one of our engaging instructors, students learn through video discussion, application-sharing and interactive chat functionality. With the help of individual exercises, assignments, and case studies, students receive 5 full days of beneficial and compelling training. In order for our instructors to provide meaningful instruction and responsive feedback, space is limited to 18 students. This program consists of two phases:

## PHASE 1 *In-agency*

A foundation in insurance concepts, forms and coverages through a structured 4-week self-study course.

## PHASE 2 *Virtual*

A live, comprehensive 5-day instructor-led training in personal lines coverage, offered in a completely interactive online virtual format.

Throughout this program, students will have the opportunity to:

- **Utilize** a consultative approach to recognize a client's potential exposure to loss
- **Analyze** insurance contracts, identify key exclusions and recognize coverage gaps
- **Differentiate** between carrier pricing programs to ensure customers receive the best value
- **Select** endorsements tailored to a client's needs
- **Recommend** insurance solutions customized to a client's personal exposures
- **Stand out** from industry competitors through the acquisition of the **Personal Lines Coverage Specialist (PLCS)** professional designation



**Tuition: \$1,295**

## 2018 SESSIONS

**Virtual**  
Feb 26 - Mar 2

**Virtual**  
May 14 - 18

**Virtual**  
July 23 - 27

**Virtual**  
Nov 12 - 16

**Ready to Enroll?** Visit [HartfordSchoolofInsurance.com](http://HartfordSchoolofInsurance.com) or call (800) 772-0208