



Stand out from the crowd...

LUTCF & FSS

Sales Training and Development Designations



Offered in conjunction with the
National Association of Insurance and Financial Advisors

Earn valuable credentials: LUTCF and FSS

LUTCF and FSS courses benefit you with:

- **Achievement.** Increase your production and income.
- **Interaction.** Benefit from live coaching, mentoring, and networking.
- **Relevance.** Learn from up-to-date study materials written by industry experts.

Increase your earning potential

A recent company study found agents boosting their incomes by an average of 31 to 54% while taking LUTCF courses—and up to 80% after earning a designation.

LUTCF and FSS courses are:

- **Practical.** Supplement knowledge with experience.
- **Essential.** Get the basics of prospecting, meeting client needs, business insurance, estate planning, and more.

For new financial planning and insurance professionals and support staff:

- Help get your career off to a fast and productive start.
- Fine-tune your marketing and prospecting skills.
- Improve the quality of service from sales support professionals.

For experienced professionals:

- Sharpen your sales skills.
- Enhance your technical product knowledge.
- Increase your understanding of planning and insurance applications.

Choose from the following convenient class options:

- **Live local classes.** Designed for students who prefer face-to-face interaction with moderators and peers. A wide selection of classes are available in hundreds of U.S. cities.
- **Live online classes.** Attend live, instructor-led classes from your home or office PC. Webinars offer a convenient, time-saving way to participate in traditional classes without needing to travel.
- **Online Training Center.** Perfect for students who need flexibility to learn whenever they have the opportunity. You decide where and when to study with the capabilities to post your assignments online, and participate in online discussions.

“The LUTCF designation gave me the confidence to go into any situation and make the sale, and I think I’ve built a solid career for myself. The courses teach you how to create relationships — relationships with your customers, your co-workers, and even your competitors.”

Denny Sand, CLF®, CLU®, LUTCF, RHU®
District Sales Manager
American Family Insurance Group

Your LUTCF and FSS programs of study

LUTCF Track (Insurance Fundamentals)

Select any five (5) Plus FA 290 (required)

FA 200 Techniques for Prospecting: Prospect or Perish

FA 201 Techniques for Exploring Personal Markets

FA 202 Techniques for Meeting Client Needs

New Course! → **FA 204 Marketing Financial Services to Women**

FA 211 Essentials of Disability Income Insurance

FA 222 Essentials of Multiline Insurance Products

FA 251 Essentials of Business Insurance

FA 255 Essentials of Long-Term Care Insurance

FA 256 Essentials of Annuities

FA 257 Essentials of Life Insurance Products

FA 261 Foundations of Retirement Planning

FA 264 Foundations of Investment Planning

FA 271 Foundations of Estate Planning

FA 290 Ethics for the Financial Services Professional

FSS Track (Financial Planning Fundamentals)

Required core courses: Three (3)

FA 262 Foundations of Financial Planning: An Overview

FA 263 Foundations of Financial Planning: The Process

FA 290 Ethics for the Financial Services Professional

Elective Courses (select any three)

FA 200 Techniques for Prospecting: Prospect or Perish

FA 201 Techniques for Exploring Personal Markets

FA 202 Techniques for Meeting Client Needs

New Course! → **FA 204 Marketing Financial Services to Women**

FA 211 Essentials of Disability Income Insurance

FA 222 Essentials of Multiline Insurance Products

FA 251 Essentials of Business Insurance

FA 255 Essentials of Long-Term Care Insurance

FA 256 Essentials of Annuities

FA 257 Essentials of Life Insurance Products

FA 261 Foundations of Retirement Planning

FA 264 Foundations of Investment Planning

FA 271 Foundations of Estate Planning



Ready to drive your income higher?

Three easy ways to register:

Online: TheAmericanCollege.edu/Results

or

naifa.org/benefits/education/professional.cfm

Phone: 888-263-7265



The Leader in Financial Services Education

The American College is a nonprofit educational institution with the highest level of academic accreditation, dedicated to leadership in innovative learning and development for business professionals. For more than 83 years, The American College has been helping businesses and individuals take their performance to the next level and realize their full potential.



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National Association of Insurance and Financial Advisors

For about \$1 a day (less than a trip to your favorite coffee shop), you can make a personal investment in your professional future. Get the tools you need to grow your business and propel your career as an insurance or financial advisor.

Call 877-TO-NAIFA or visit naifa.org/join