



General Insurance Learning & Development

Chartered Insurance Institute

e- learning academy workshops

July – September 2020

Here at Legal & General our Learning & Development Team work closely with our partners to help them improve their business models and navigate the world of General Insurance (GI). Due to fantastic feedback and high demand, we are delighted to announce that we will continue with our online workshops. Also to try and make it easier for you, during these challenging times of working at home, we will be delivering into **½ hour** GI workshops. We will be running our virtual workshops through GoTo Training which allows a simple registration process and also provides a more engaging way to offer training.

You will also get the benefit of structured **CPD** for attending some of these sessions, with the CII (Chartered Insurance Institute) accreditation on some of the workshops as well.

Our workshops provide an opportunity for Advisers to brush up on their knowledge and identify all you need to do is click on the link next to the workshop you wish to attend and get registered.

Key learning objectives include:

- Understand reasons to discuss General Insurance for professional financial advisers.
- Understand the need for home insurance and providing duty of care to protect the customer's needs.
- Understanding the potential market opportunity for general insurance.
- Identify ways of market segmentation for your customer base and how to position general insurance to this audience.
- Understanding the online journey for buying home insurance and the reasons for offering advice and expertise from professional financial advisers.
- Understand the need for home insurance and overcoming consumer objections.
- Understand how to understand your customer and improve your influencing skills

General Insurance Workshops

Workshops where indicated with CII CPD are approved by the Chartered Insurance Institute, our workshops provide an opportunity for advisers to brush up on their knowledge and identify opportunities to help grow their business. Structured CII CPD will be available where applicable. Each workshop is a maximum of 1/2 hour. **Please note these workshops can be tailored to individual partner firm requirements.**

Workshop	Detail	Dates
Reasons to talk General Insurance (CII CPD)	Looks at the benefits of selling GI and how it can help support your business.	Friday 10 th July 11am until 11.30am Wednesday 15 th July 11.30am until 12pm Monday 20 th July 10.30am until 11am Friday 31 st July 11am until 11.30am Thursday 6 th Aug 10.30am until 11am Wednesday 12 th Aug 10am until 10.30am Thursday 20 th Aug 10am until 10.30am Wednesday 23 rd Sept 10.30am until 11am Click here to register
How to connect with customers and target the back book opportunity	Understand the benefits of the product and tailoring to the customers' needs. Also looking at objection handling techniques.	Tuesday 11 th Aug 2pm until 2.30pm Thursday 20 th Aug 2pm until 2.30pm Monday 14 th Sept 11am until 11.30am Click here to register
Objection Handling techniques (CII CPD)	Understanding the common objections and how to overcome them	Thursday 23 rd July 2pm until 2.30pm Tuesday 28 th July 2pm until 2.30pm Tuesday 11 th Aug 12pm until 12.30pm Friday 11 th Sept 11am until 11.30am Click here to register
Sales Psychology A great salesperson (CII CPD)	How to understand your customer and improve your influencing skills	Monday 13 th July 11am until 11.30am Tuesday 14 th July 12pm until 12.30pm Thursday 16 th July 12pm until 12.30pm Click here to register
Sales Psychology The power of words (CII CPD)	How to understand your customer and improve your influencing skills	Thursday 23 rd July 10am until 10.30am Thursday 23 rd July 11.30am until 12pm Friday 24 th July 11.30am until 12pm Click here to register
Sales Psychology Influencing skills (CII CPD)	How to understand your customer and improve your influencing skills	Tuesday 4 th Aug 11am until 11.30am Fri 7 th Aug 10.30am until 11am Fri 7 th Aug 12pm until 12.30pm Click here to register
The moment of truth – The claim	Looks at the claims process and how we're committed to be there for your clients when it matters the most.	Thursday 30 th July 11.30 until 12pm Friday 21 st Aug 11am until 11.30am Monday 14 th Sept 12.30pm until 1pm Click here to register

<p>Helping Advisers Adapt to Change - Covid-19 Pandemic (CII CPD)</p>	<p>Looks at how industries are changing as a result of the pandemic and how we can help you succeed</p>	<p>Friday 10th July 12pm until 1pm Tuesday 21st July 11.30am until 12.30pm Thursday 30th July 10am until 11am Thursday 6th Aug 12pm until 1pm Wednesday 12th Aug 11.30am until 12.30pm Tuesday 18th Aug 12pm until 1pm Wednesday 9th Sept 11am until 12pm Wednesday 17th Sept 11am until 12pm Friday 25th Sept 11am until 12pm Click to register here</p>
<p>SmartQuote Demonstration</p>	<p>Our game changing SmartQuote tool means you can give your customer a Home Insurance quote in minutes.</p>	<p>Friday 17th July 2pm until 2.30pm Wednesday 22nd July 11am until 11.30am Tuesday 4th Aug 2pm until 2.30pm Tuesday 8th Sept 12pm until 12.30pm Click here to register</p>
<p>Landlords Insurance</p>	<p>Looks at the key features of our Landlord Insurance product and provides a demonstration using our point of sale system</p>	<p>Friday 17th July 2pm until 2.30pm Wed 26th Aug 11.30am until 12pm Friday 18th Sept 11am until 11.30am Click here to register</p>
<p>Back to Basics on Household Insurance Part 1</p>	<p>Ideal for new starters to General Insurance where we take you through the basics of Home Insurance, understanding the features and benefits of the product</p>	<p>Monday 13th July 2pm until 2.30pm Monday 24th Aug 12pm until 12.30pm Wednesday 2nd Sept 11am until 11.30pm Click here to register</p>
<p>Back to Basics on Household Insurance Part 2</p>	<p>Ideal for new starters to General Insurance where we take you through the basics of Home Insurance, understanding the features and benefits of the product</p>	<p>Tuesday 14th July 2pm until 2.30pm Tuesday 25th Aug 2pm until 2.30pm Thursday 3rd Sept 12pm until 12.30pm Click here to register</p>
<p>Back to Basics on Household Insurance Part 3</p>	<p>Ideal for new starters to General Insurance where we take you through the basics of Home Insurance, understanding the features and benefits of the product</p>	<p>Tuesday 14th July 2pm until 2.30pm Tuesday 25th August 2pm until 2.30pm Thursday 3rd Sept 12pm until 12.30pm Click here to register</p>

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