



Protection Adviser Development Programme



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Why have we created the Development Programme?

As experts in the field of protection we want to support advisers to be the best they can be.....

The programme has been designed with the adviser in mind no matter where they are in their Protection development.

New advisers or seasoned professionals there is something here for everyone, whether brushing up on old skills, learning the tools of your trade or exploring new opportunities. Whatever their protection goal we will help you to help them to maximise on their protection potential.



Development Programme Overview



The Aviva Protection Development Programme is here

Whatever your protection goal, we will help you to maximise your potential.

[Register now](#)



Programme	Description	Audience
Foundation Level	8 Modules – 8 th – 18 th September At this level we go back to basics exploring the need for protection and examine in detail the product solutions available and how to build menu solutions.	New to Industry or wanting a detailed look into the Aviva Proposition
Growth Level	8 Modules – 6 th – 16 th October Building from our foundation level we move onto explore both the soft skills and technical knowledge required for positive customer outcomes.	Advisers with an understanding of protection solutions looking to enhance their conversation and build their technical knowledge
Advanced Level	4 Modules – 3 rd – 6 th November Within this level underwriting and claims experts build knowledge and share insight and we discover the wider benefits of a menu solution.	Experienced advisers seeking a more detailed understanding of protection to add depth to their conversations

Foundation Level – 8 Modules

Programme	Description	Audience
Foundation Level	At this level we go back to basics exploring the need for protection and examine in detail the product solutions available and how to build menu solutions.	New to Industry or wanting a detailed look into the Aviva Proposition

Week 1

Module	Synopsis
The Needs for Protection, the Protection Market and your obligation.....	Is there a need for protection? In this session we explore the Protection Market, what prompts a protection purchase, claims statistics and consider the importance of your role as an adviser.
Back to Basic, What is Income Protection?	Join us to go back to basics and take a look at Income Protection Cover
Back to Basic, What is Critical Illness ?	Join us to go back to basics and take a look at Critical Illness Cover
Back to Basics, Life Cover / FIB	Join us to go back to basics and take a look at Life cover and FIB

Foundation Level – 8 Modules

Week 2

Module	Synopsis
Back to Basics - Added Value Benefits	Join us to take a look at all of the added value benefits that your clients and in many instances their immediate family have access to daily through their protection solution
Why consider Additional Benefits? - Fracture Cover / GT	In this session we explore the what, who and why of Global Treatment and Fracture Cover.
Building Client Solutions Mr and Mrs Campbell	We believe at Aviva in producing truly bespoke portfolio of protection products for your customers and by doing so you are protecting your clients and their children against whatever life might throw at them
Customer Journey	Take a look at our online platform ALPS. See how this has been developed with you the adviser and client in mind, making it a quick, easy and hassle-free journey

Growth Level – 8 Modules

Programme	Description	Audience
Growth Level	Building from our foundation level we move onto explore both the soft skills and technical knowledge required for positive customer outcomes.	Advisers with an understanding of protection solutions looking to enhance their conversation and build their technical knowledge

Week 1

Module	Synopsis
Soft Skills - Planning and Prep & Opening and Objective	Good planning & preparation are the foundation of every successful client meeting. So, let's take a look how we can ready ourselves prior to our meeting with the customer.
Soft Skills - Revealing the needs and Presenting the Solution	This quote from Gilbert K Chesterton, British writer and philosopher reinforces that it's crucial for a customer to see that a problem exists before they will consider a solution. "It isn't that they can't see the solution, it's that they can't see the problem" Lets help them to see the problem and how to present the solution.
Soft Skills - Overcoming customer concerns	Before we can overcome the concern, we need to fully understand it. "First seek to understand before you can be understood" Let's take a look at some of the methods available to support what can be trick conversations.
Soft Skills - Conclude the recommendation and cement the solution	You should conclude and reinforce your recommended solutions by revisiting the gap or problem the customer identified. Let's look at how we can use the features, advantages and benefits of each solution with the customer.

Growth Level – 8 Modules

Week 2

Module	Synopsis
Tools to support your conversations - Using the Protection Shield & Checklist and Step by Step Guide	Step by step we will walk through the tools available to enhance your client conversations and customer journey. Embed these healthy habits in your process to provide the ultimate customer experience.
Trusts	This session we will look to simplify everyone's understanding of Trusts, which can be seen as a complex subject. We'll look at how easy it is to apply for a policy in Trust and look at the business opportunities to help boost your income.
Online tools and calculators, Calculating benefits IP	Join us to see what tools are available to support and simplify client conversations and calculations
Great Customer Engagement	With consumer duty we owe it to our clients to ensure they are looked after from the start but also into the future and provide ongoing support and engagement. Do we have the time? Well we need to make time and so we are going to look at supporting you to provide great customer engagement in a time efficient manner.

Competent Level – 4 Modules

Programme	Description	Audience
Advanced Level	Within this level underwriting and claims experts build knowledge and share insight and we discover the wider benefits of a menu solution.	Experienced advisers seeking a more detailed understanding of protection to add depth to their conversations

Module	Synopsis
Underwriting and Good Disclosure Ask the experts	Put simply, good disclosure means better protected customers and more claims paid. In this session we will review key areas and how to capture disclosure accurately.
Claims - Going beyond the numbers Ask the expert	Paying claims is at the heart of what we do every day. But its not just about the pay out, its about being there when our customers need it most.
CIC V's IP & Can your clients afford not to.....	This session is to show you that whilst income protection and critical illness are often seen as an either/or option for your clients, they are both crucial to your clients' protection needs. We will also be asking the question; 'can your client afford not to have Income Protection?' And more to the point, can you afford not to recommend it?
The Cost of cancer	It is so important when choosing a provider to ensure you have the best possible cancer coverage and support available this session will show the breadth of the Aviva cancer support

Building your learning

- 3 Learning Levels
- 20 development modules
- CPD certificates are provided following each session attended.
- These sessions can be accessed live and there is an opportunity to email questions and receive immediate response or they can be watched on demand

The adviser creates their own Learning Library of sessions and picks and chooses the most appropriate sessions to them. This may be across all three levels.

Summary

This development programme aims to equip participants with the necessary skills and tools to effectively engage with clients, address their protection needs and provide exceptional service.

