



Invest in Your Team's **SUCCESS**

Support your team's professional growth by providing them with the opportunity to earn the prestigious **Trustworthy MFA** designation. By obtaining this credential, your advisors will gain professional credibility, enrich their knowledge and skills, and be equipped to navigate complex sales with confidence. This investment demonstrates your commitment to excellence in the insurance industry and empowers your team to thrive.

MASTER FINANCIAL ADVISOR

Program consists of 3 levels
taken over 12 days.

Focuses on the technical skills of financial planning, helping producers develop professional competency and build a successful practice that enables them to deliver value to their clients.

Provides essential building blocks for mastering the sales process, focusing on both individual clients and businesses.

Covers fundamental work/life skills including time management, problem-solving, organization, self-motivation, and more.

Trustworthy MFA

TRUSTWORTHY SELLING

Program consists of 10 modules
with flexible delivery options.

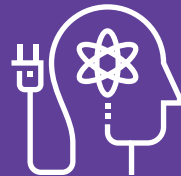
Consultative selling techniques grounded in understanding buyer psychology and behavioral science principles.

Advanced strategies to take advisors to the next level.

Perfect for more complex product sales and multiple touch sales processes.



Enhance
Professional
Credibility



Broaden
Knowledge
and Skills



Navigate
Complex
Sales With
Confidence



Trustworthy
MFA



Learn more at www.limra.com/producerdesignations
or contact **Trustworthy MFA**.