

Registration

\$216 per day/\$530 all three days (save \$118)

Registration fee includes instruction text books and lunch. Overnight accommodations and meals outside the class are the attendee's responsibility. The fee must be paid in advance to guarantee attendance.

Cancellation policy

Cancellations received within 10 days of the institute date will receive a refund of 50% of the registration fee. Cancellations the day of the program and no-shows will not receive a refund or be allowed to transfer any of the registration fee to another date. You may transfer 75% of your registration fee to another class up to the day before the class is held. Substitutions are honored at any time without penalty.

Attendance Requirements

The American Insurance Marketing and Sales Society (AIMS) requires your attendance during the entire course to be eligible to receive the CPIA designation. Tardiness and/or absence will result in the student not receiving the designation. Any missed time will have to be made up at another date.

Daily Class Discussion Topics

8:00 a.m. - 5:00 p.m.

CPIA I - Position for Success

Know Yourself & The Organization You Represent
Know Your Industry
Know Your Partners and What They Do Well
Know Your Resources
Identify Your Markets
Identify Underwriting Concerns
Deliver Your Message
Take Action - Use What You Learned

CPIA 2 - Implement for Success

The Role of the Agent
Understanding the Prospect
Effective Risk Analysis
Think Underwriting - Prepare the Submission
Delivering the Solution

CPIA 3 - Sustain Success

Deliver the Product
Provide Superior Service
Maintain and Enhance the Relationship
Account Development - The Pro-Active Approach
Improve Professionalism

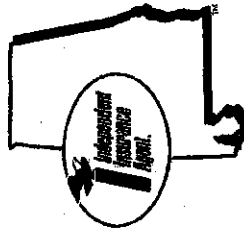
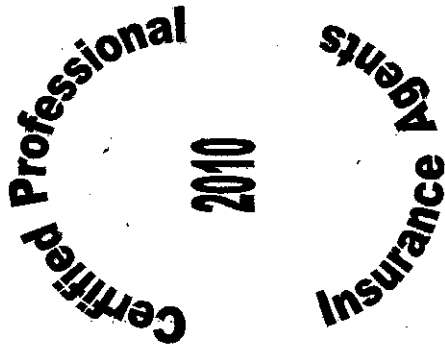
Course Dates and Locations:

April 6 - CPIA 1 - Birmingham
April 7 - CPIA 2 - Birmingham
April 8 - CPIA 3 - Birmingham

June 30 - CPIA 3 - Mobile

August 26, CPIA 1 - Montgomery

November 16 - CPIA 2 - Birmingham



Alabama Independent

Insurance Agents

141 London Parkway
Birmingham, Alabama 35211
(205) 326-4129 * Fax (205) 326-3086
WWW.AIIA.ORG



Certified Professional Insurance Agent - CPIA

The AIMS Society's Certified Professional Insurance Agent (CPIA) Designation is first-of-its kind, hands-on, how-to training. To earn the CPIA designation, candidates are required to participate in three, one-day Insurance Success Seminars. These Seminars are designed to enhance the ability of producers, sales support staff and company personnel to efficiently create and distribute effective insurance programs. Participants leave with ideas that will produce sales results immediately. In fact, The Insurance Success Seminars are guaranteed: Implement the principles covered in these sessions and experience a 20% increase in personal production within six months, or your registration fee will be refunded! There are NO EXAMINATIONS required to earn the designation. The designation does require a continuing education update every other year.

The three Insurance Success Seminars are entitled:

Position for Success, 7 CE credits (including 1 hour of ethics) (CPIA 1)

During this program, participants are encouraged to focus on internal and external factors affecting the development of effective business development plans. Factors discussed include a review of the state of the insurance marketplace; analysis of competitive pressures; necessary insurance carrier underwriting criteria; and consumer expectations and understanding. Throughout each section of the workshop material, tips for preventing Errors & Omissions are highlighted and discussed.

Implement for Success, 7 CE credits (CPIA 2)

During this session, participants will be provided with specific tools for analyzing consumer needs; will learn to utilize risk identification techniques to gather pertinent prospect information; will develop skills necessary to assimilate information gathered into a customized protection program; and will participate in exercises designed to promote effective delivery of proven solutions. Throughout each section of the workshop material, tips for preventing Errors & Omissions are highlighted and discussed.

Sustain Success, 8 CE credits (including 1 hour of ethics) (CPIA 3)

This program focuses on fulfilling the implied promises contained in the insuring agreement. Students will review methods of providing evidence of insurance coverage; will discuss policies and procedures for controlling errors and omissions including policy review and delivery, endorsements, claims-processing, and handling of client complaints. This course includes a review of Professional Expectations; the Law of Agency; and Legal and Ethical Standards. Throughout each section of the workshop material, tips for preventing Errors & Omissions are highlighted and discussed.

Course Locations

Birmingham-AIA Office-(205) 326-4129
141 London Parkway, Birmingham
Mobile- Univ. Of South Alabama (251) 460-6077
307 N. University Boulevard, Mobile
Montgomery-AUM (334) 244-3641
7430 East Drive, Montgomery

2010 CPIA Registration

One person per form - duplicate if necessary.

Course Time: 8:00 a.m. - 5:00 p.m.

Class Attending _____ City _____ Date _____

Name (Type or Print) _____

Agency/Company Name _____

Business Mailing Address _____

Your E-Mail Address _____

City/State/Zip _____

Phone Number _____ () _____

Fac Number _____

Are you a member of AIA? _____ Yes _____ No _____

Class Fee: \$216 per day (includes lunch)
\$530 for all three days (save \$118)

Payment enclosed/Charged: \$ _____

Paid by (Circle One) CHECK VISA MasterCard or AMEX

Credit Card Number _____ Expiration Date _____

Name as it appears on card (PRINT) _____

Authorized Signature _____

Make checks payable and mail to:
Alabama Independent Insurance Agents.

141 London Parkway

Birmingham, Alabama 35211

(205) 326-4129 • Fax (205) 326-3086

www.aiaa.org