



Certified Professional Insurance Agent

CPIA Designation



Build the sales and communication skills essential to produce sales results immediately by attending CPIA classes. This series of three one-day programs provides you with strategies to use in your daily interaction with customers to improve your delivery of insurance coverage solutions.

If you are an insurance producer, sales manager, account manager or company marketing representative you will leave with ideas to handle customer expectations and tools designed to collect prospect information. Tips for preventing Errors & Omissions are highlighted and discussed throughout each seminar.

Course Objectives:

CPIA 1 - Position for Success focuses on factors affecting the development of effective business development plans and analyzes competitive pressures in the marketplace.

CPIA 2 - Implement for Success introduces specific tools and resources for analyzing consumer needs and teaches risk identification techniques to gather prospect information.

CPIA 3 - Sustain Success stresses fulfilling the implied promises in the insuring agreement. Methods of providing evidence of coverage are reviewed along with procedures for errors and omissions prevention.

To maintain the designation, CPIAs must fulfill an update every two years.

Each class has been approved for the Utica policy credit and the Tennessee CE ethics requirement.

Fees: *Registration received one week prior to class:*

\$135 (PIA Member & Staff) \$175 (Non-Member)

Registration received less than one week prior to class:

\$155 (PIA Member & Staff) \$195 (Non-Member)

Schedule:

8:45 Registration

9:00 - 5:00 Instruction

12:00-1:00 Lunch (on your own)

CPIA 1	February 4, 2010	Position for Success	CE: 7 hours	Nashville
CPIA 2	March 4, 2010	Implement for Success	CE: 7 hours	Knoxville
CPIA 2	August 5, 2010	Implement for Success	CE: 7 hours	Nashville
CPIA 3	November 18, 2010	Sustain Success	CE: 8 hours	Nashville

Class: _____ *Date:* _____ *Location* _____

Name _____ Badge Name _____ Designations _____ Agent License# _____

Firm _____ E-mail address _____

Address _____ City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____

Enclosed is check payable to PIA of Tennessee for \$ _____

PIA Members: Please bill my agency (email billing only) _____

Please charge \$ _____ to AMEX VISA Master Card

Card Number _____ Exp. Date _____

Name on Card _____

Signature _____

Mail to: PIA of TN
 504 Autumn Springs Court, Suite A-2
 Franklin, TN 37067
 OR FAX to (615) 771-3456
 Questions: call (615) 771-1177
 On-line at www.piatn.com

Registration fee includes the cost of instruction, breaks and materials. **Lodging and meals are not included in the fee.** **Cancellations** received 10 days prior to the class are fully refundable. Within 10 days, a \$50 fee will be assessed. Substitutions accepted without penalty. No refunds for no-shows.

ADA: In accordance with Title III of the Americans with Disabilities Act, we invite registrants with a disability to advise us and request accommodation. Requests should be submitted as far in advance as possible.