

What do nearly **13,000** agency professionals know that you don't?

They know The Institutes'

Accredited Adviser in Insurance (AAI®) and **Accredited Adviser in Insurance—Management (AAI-M™)** designation programs improve practical and relevant customer service skills and provide in-depth insurance product knowledge.

HERE'S WHAT DESIGNEES HAD TO SAY ABOUT THE ACCREDITED ADVISER IN INSURANCE PROGRAM:

95% said earning AAI was important to demonstrate professional competency.

86% believed the program prepared them for both their current and their long-term career goals.

90% felt earning the designation added value to their roles within their agencies.

“ AAI is a manual for operating an agency. The AAI program is an authoritative educational source that provides significant insight into business, law, finance, marketing, sales, insurance coverages, and insurance agency operations. It is a requisite to meeting the knowledge demands of our profession and the risk management needs of our customers. ”

Brian Francis, ARM, AAI
President, Property & Casualty Solutions

“ Everyday life in the insurance industry gives one the real-world perspective of the job. As valuable as that perspective is, I want my career to be well-rounded—and I want to explore the scholarly perspective as well—and that's why I decided to pursue the AAI designation. ”

Rachel Waterfall, AAI
Agent, Nelson Insurance Agency, Inc.

EARN THE AAI DESIGNATION BY COMPLETING THE FOLLOWING COURSES:

- ▶ AAI 81—Foundations of Insurance Production
- ▶ AAI 82—Multiple-Lines Insurance Production
- ▶ AAI 83—Agency Operations and Sales Management

EARN THE AAI-M DESIGNATION BY COMPLETING THE AAI PROGRAM, PLUS THE FOLLOWING COURSE:

- ▶ AAI 87—Agency Leadership and Strategic Alignment

Accredited Adviser in Insurance (AAI)

Accredited Adviser in Insurance—Management (AAI-M)

In today's increasingly complex property-casualty insurance marketplace, only producers with in-depth insurance knowledge and a strong focus on customer service have a competitive edge. The Institutes Accredited Adviser in Insurance (AAI) and Accredited Adviser in Insurance—Management (AAI-M) designation programs improve practical customer service skills and provide you with a clear professional advantage in the marketplace.

Join the Conversation

Share knowledge and information with other insurance professionals around the world.

 Join The Institutes online community at:
community.TheInstitutes.org.

Also join us on   

BOTTOM-LINE BENEFITS OF AAI

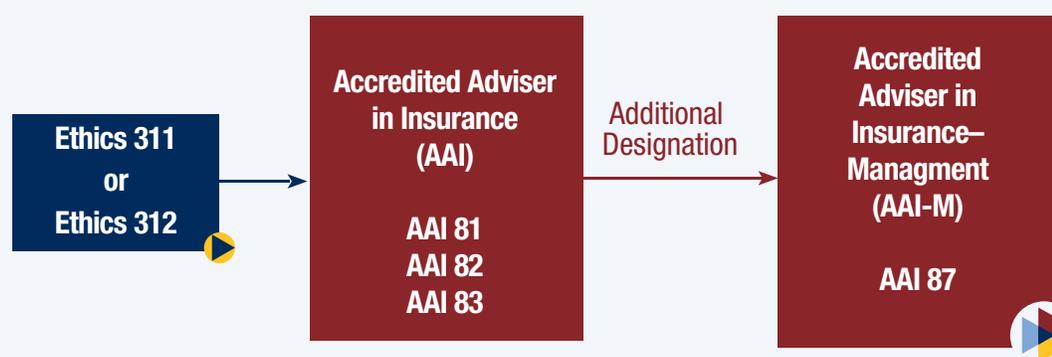
- Develop strong customer relationships by building a solid foundation of knowledge regarding a wide range of insurance products and services
- Write larger and more complex commercial lines by increasing your knowledge of general liability, auto, workers compensation, and bonds
- Increase confidence and efficiency through effective sales and negotiation techniques

BOTTOM-LINE BENEFITS OF AAI-M

- Learn to effectively apply strategic decision making, marketing and communications to gain a competitive advantage
- Discover new techniques for developing and maintaining strong relationships with clients, insurers and other partners
- Improve organizational financial results through strategic risk analysis and effective portfolio management

To order study materials, register for exams or view detailed course or program information, go to www.TheInstitutes.org.

AAI and AAI-M Completion Path



 This course applies to multiple Institutes programs.
Learn more at www.TheInstitutes.org.