

GENERAL INSURANCE COURSES

- Agency Operation Implementation
- APS Market Finder
- APS Market Finder In-Depth
- Binder, Certificate, EOI, ID Card Prep
- Build Credibility and Relationships
- Building Brand Awareness
- Create Solutions & Commitment to Buy
- Cross-Selling
- Develop a Sales Pipeline
- Follow Up & Time Management
- How to read a MVR & CLUE
- Identify Target Markets
- Identify Model Clients
- Importance of Target Sales & Marketing
- Importance of E&O
- Intro to Excess & Surplus Lines Market
- Intro to ICA/SIAA - Orientation
- Intro to Risk Retention
- Launch Marketing Plan
- Procedure Manual
- Proper Documentation
- Protection Class & Fire Mapping
- Recruiter Training
- Renewal Process
- Sales Skills I
- Sales Skills II
- Sales Skills by John Fear
- Time Management
- Understanding BROs
- Group & Alt. Markets*



INSURANCE EDUCATION
& Sales Development

www.insurancesalestraining.net | 1-888-227-1910

Personal Insurance

- Auto Product & Marketing
- EZLynx Training
- Flood and Earthquake
- Homeowner Product & Marketing
- Marketing HO and Auto
- Personal Articles Floater
- PL Marketing Plan
- PL Specialty Coverages
- PL Underwriting Quick Ref Guide
- Quote Sheets Review
- Cyber, E&O, D&O & EPLI
- General Liability Coverages
- Garage Coverages
- Intro to General Liability
- Intro to Commercial Lines
- Producer Training
- Property Coverages
- Umbrella Coverages
- Workers' Comp Coverages
- Audits - How to Address with Your Customer*
- Building Ordinance & Law *
- Business Income & Extra Expense*

Commercial Insurance

- Additional Insureds
- Auto Coverages
- BOP Coverages
- Completion of ACORD Applications
- COPE
- Directors & Officers Liability*
- Farm*
- Intro to Bonds*
- Intro to Claims-Made Coverage*
- Technology Part 1 & 2*

Members, email Barbara to sign up for a course at barbara@icainsurance.com. If you are not a member, call 1-888-227-1910 for more information.

* Denotes course is pending



Become a Member of ICA's Preferred Agent & Certified Agent Directory

Members of ICA Agency Alliance, Inc. who have ordered a website with us are automatically part of our preferred agent finder directory on The Insurance Buzz, another affiliate of ICA. They will show up on our map with a clickable red google dot. Clicking on an agency's location dot will pop up a small box with their information. If a user clicks on the agency name, it will direct them to your website from The Insurance Buzz.

If you are one of our agents who has completed any of our CE Certified based courses, you will get more attention on our agent finder website.

ICA Certified agents will show up on The Insurance Buzz map with a certified agent badge. Each badge is associated with continuing education credits and provided you pass; you will get your ICA certification in that course. There are five certifications as of now.



Continuing Education Courses

- Apartment Risk 14 hrs
- Complex Garage/Dealership .. 18 hrs
- Contractor Risk 15 hrs
- COPE 2 hrs
- Cyber Liability 3 hrs
- High Net Worth Client 3 hrs
- Personal Lines 6 hrs
- Restaurant Risk 16 Hrs
- RV's & More 3 hrs
- Workers' Compensation 13 hrs

All courses are accredited in CO & CA

How Do I Become an ICA Certified Insurance Agent?

- 01 **Become A Member**
- 02 **Enroll in Continuing Education Courses**
- 03 **Complete the Accredited Course**
- 04 **Become a Certified ICA Agent & Grow Your Business**

Benefits of Being ICA Certified

Earn a preferred spot on The Insurance Buzz agent finder map, which will get you more attention on our agent finder website.

Stand out on the map with a large certified agent badge.

Get access to additional marketing materials only available to our ICA certified agents.



Course Sign Up

✉ Email Barbara at barbara@icainsurance.com or fill out the form on icaagencyalliance.com.