

0 - 30 Days

Getting Started

- Property/Casualty Licensing
- Life/Disability Licensing
- State Statutes & Ethics
- U4 Completion (NASD Registration)
- Identification of "Your Natural Market"
- Basic Prospecting Training
- Materials and Equipment to Set up Your Business

Your first step is to secure your Insurance licenses and register to take your securities examinations. Your district manager will provide instruction on how to obtain state insurance licenses as well as guidance on completing your U4 application as part of your National Association of Securities Dealers (NASD) Registration. You may also Receive instruction on how to begin your new business Including identification of your natural market. Once you obtain your state licenses, you will become eligible for appointment with the Companies.

2 - 12 Months

Build Your Business

- Series 6 and 63 Securities Licensing
- Introduction to the Farmers Network
- Prospecting and Marketing Instruction
- Auto, Home and Life Sales and Product Training
- Introduction to our e-Agent Systems
- Basic Business Skills Training

As a reserve agent, you will Train under our Business Builder Reserve Development System and develop a marketing plan that incorporates specific prospecting and sales expectations. Using state of the art tools, the Business Builder system will simplify and expedite your training experience while consistently challenging you to improve your skills. You also must complete your 6 and 63 securities licensing and meet specific sales expectations to become eligible for appointment as a full-time agent.

2 Years

Advance Your Skills

- Advanced Business Skills Training
- Agency Staffing
- Cross-marketing
- The Entrepreneurial Model
- Advanced Life Sales and Marketing
- Farmers Financial Solutions "Good to Go" Securities and Investment Training
- Commercial Sales and Marketing

Once appointed as a career agent, you will be invited to attend "Farmers Career School" where entrepreneurial vision will be shaped and your business and sales skills refined as you interact with other insurance professionals in the Farmers Network. During the career program, you will broaden your expertise with advanced life products, securities and commercial insurance while expanding your knowledge of the various operational and entrepreneurial systems you must master to drive growth in your business.

Ongoing

Achieve Your Dreams

- Advanced System Training
- Commercial Qualified Agent Program
- Advanced Securities Sales and Marketing
- Professional Development Reimbursement Program
- Continuing Education Courses
- Achievement Clubs, Trips and Bonuses

Your training and development does not stop upon graduation from the Career Agent Program. Farmers and your district manager will continue to provide training and sponsor programs to further your professional development. These programs range from continuing education courses to fulfill licensing requirements to tuition reimbursement programs for those agents wishing to secure professional insurance and securities designations. You will also receive training advanced business skills, staffing, agency operations and the vast array of services available in the Farmers Network.