

# 2025 Certified Professional Insurance Agent Webinars



***Earn a nationally recognized designation with no exams!***



The **Certified Professional Insurance Agent Designation** is the first-of-its kind, hands-on, how-to training. To earn the CPIA designation, candidates are required to participate in a series of three, one-day *Insurance Success Seminars*. These Seminars are designed to enhance the ability of producers, sales support staff and company marketing reps to efficiently create and distribute effective insurance programs. Participants leave with ideas that will produce increased sales results immediately. The workshops are engaging right from the start. You will work with fellow insurance professionals and learn by actually working on real-life issues.

The three parts of the CPIA designation will teach you how to build and deliver effective insurance programs, broaden your organization's market reach, and deliver customer service that drives increased retention. You will leave with expanded technical knowledge, practical ways to reduce E&O exposures and a greater confidence in your ability to serve today's customers with what they want and more.

Other insurance professionals have described this program as "practical", "motivating" and "instantly useful". We think you will agree!

- **3 classes**
- **7 hours P/C each class**
- **Utica approved for loss control credit**

To maintain the designation, CPIA's must fulfill an update annually.

## Position for Success 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.

## Implement for Success 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 skill necessary to assimilate information gathered into a customized protection program; and will participate in exercises designed to promote effective delivery of proven solutions.

## Sustain Success 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 E&O 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.

PIA Member Single Day \$175.00/**Nonmember \$200.00**

\*CPIA 1, 2, & 3 \$475.00/**Nonmember \$550.00**

\*Register for all three classes at once and SAVE \$50

- ☐ First time CPIA participant
- ☐ I have attended before
- ☐ CPIA Designation Update

☐ **8:30-4:15 CPIA Advanced Aug 28**

☐ **8:30-4:15 CPIA 2 Oct 9**

☐ **8:30-4:15 CPIA 1 Sept 3**

☐ **8:30-4:15 CPIA 3 Nov 4**

Name \_\_\_\_\_ Phone \_\_\_\_\_

Agency/Company \_\_\_\_\_ E-mail \_\_\_\_\_

Address/City/Zip \_\_\_\_\_ NPN \_\_\_\_\_

**To Register:** or for single day registration - 7 days prior to course date.

Complete this form and return to [office@kansaspia.org](mailto:office@kansaspia.org)

MC/VISA accepted; please call PIA at 785.232.4143 or Toll Free at 800.836.7387