

AAI Seminars

Accredited Adviser in Insurance Seminar Program

Gain a Competitive Edge.

The Accredited Adviser in Insurance (AAI®) designation program gives you an edge in the increasingly competitive insurance business. The AAI program is ideal for all agency staff, including producers, customer service representatives, account managers, and support staff. By completing the program, you will learn practical information you can use right away.

Bottom-Line Benefits:

- Develop strong customer relationships by building a solid foundation in a wide range of insurance products and services
- Build efficiency by learning to manage agency operations more effectively
- Write larger and more complex commercial lines with increased knowledge of general liability, auto, workers compensation, and bonds

Plus, you can earn continuing education (CE) credits for license renewal.

AAI is the result of a joint effort of the Insurance Institute of America and the Independent Insurance Agents & Brokers of America. Our program is more cost-effective and more flexible than other comparable programs. In addition, no CE credits are required to maintain your designation.

Segmented Texts for Easier Study.

We know that you want to spend the maximum amount of time conducting your agency's business. This is why we designed each AAI text in three easy-to-manage seminars. You can complete the program without a lot of time away from what you do best: delivering the insurance product.

Talk with your employer. Ask about your organization's educational reimbursement policies and sign-up procedures.

Register for an upcoming seminar. Contact your state agents' association or your employer to register for an AAI seminar. Be sure to ask the seminar provider how to order study materials.

Now study! Read the text and complete the exercises in the chapters to prepare for your seminar.

Exam Schedule. A short exam will be administered at the end of each association- or employer-sponsored AAI seminar. Students have one hour to complete a multiple-choice exam that covers the material taught in the seminar.

Seminar Titles and General Topics	
AAI 81	A—Principles of Insurance Insurance and the Legal System, Risk Management and the Producer, and Sales and Account Development
	B—Personal Insurance Homeowners Insurance and Personal Auto, Other Personal Lines, and Personal Financial Planning
	C—Commercial Property Insurance Commercial Property, Business Income and Extra Expense, and Commercial Inland Marine Insurance
AAI 82	A—Commercial Liability Insurance Commercial General Liability Insurance, Commercial Auto, and Garage and Motor Carrier
	B—Other Commercial Insurance Commercial Crime, Businessowners, Other Commercial Coverages, and Workers' Compensation & Employers' Liability
	C—Specialized Insurance and Bonds Specialty Property, Excess and Umbrella, Ocean Marine and Aviation Insurance, and Surety Bonds
AAI 83	A—Principles of Agency Management Agency Formation/Environment, Organizational Management, Agency Sales Management, and Personal Production Plans
	B—The Insurance Production Environment Producer-Insurer Relations, Agency Image, Agency Growth/Customer Communications, and Market Segmentation/Target Marketing
	C—Agency Management Tools and Processes Agency Information Technology, Management of Customer Services, Financial Management, and Legal and Ethical Responsibilities