DECEMBER 1st is National Membership Day

says KEN CLARK

Yes, December 1st is National Membership Day! To make it a success requires the co-operation of each and every one of you, and I am confident that you are going to prove to the Executive just how good you are at selling! This applies to each member of the LIA to send in an application for a new member on December 1st.

We expect to receive over 2,000 applications arriving at Chorleywood on the 2nd and 3rd December, and reality that isn't asking too much. If every member determines to meet the personal goal of just ONE sale, we shall do it—and what a boost to the year!

You should have no difficulty in selling the benefits of membership; there are so many now, the only problem may be remembering them all—and I have even helped you by providing a list at the end of this column.

This will be just about the last opportunity for potential members to join before our more stringent Rules relating to discretionary letters come into force on January 1st (see note on page 20). This in itself should give you the "clue" if you have difficulties convincing insurance men in your area of the benefits of membership.

Members are saying to us now, "How can you offer so many benefits and privileges?" We ourselves wonder sometimes ourselves and yet, believe it or not, there are more in the pipeline. You will learn of one at the forthcoming 6th Annual Life Insurance Sales Congress and it is something we have been planning for over a year. I shall leave you to judge the value of this new venture when you see what we plan to do in your name; but it is an exciting concept with which you can all identify.

How about the Association? We need the strength that comes from a large representative membership. If we want to be heard at the committee tables when important issues are under discussion, the size and quality of our membership is going to be critical. The Association wants to represent YOU, the members, and we can only do this successfully if we have a strong backing.

The next two years are certain to see many changes in our industry, and we are determined that they shall be to the good of all—public, salesman and company—and to ensure this, our influence is vital.

Furthermore, we want to expand our membership further—and this will cost money. In order to meet and consider the cost of the 100 or so meetings that are being held during the next six months: at an average of £400 per meeting the bill is £4,000. PROSPECT costs about £2,000 per issue, and we would like to produce it monthly—£24,000. Postage is a figure and yet communication between members is so necessary.

I could go on, but you are businessmen and know these figures already. You also know that increasing the membership is vital for us to continue on our chosen course.

Do not worry about our administration—it CAN cope with 2,000 applications over a two- or three-day period; or so Keith Williams tells me, and he is a man of his word. Mind you, he doubts whether we shall produce anywhere near this figure, and I am very anxious to prove him wrong.

Are you prepared to have a go? Can you manage to find just ONE new member, and sign him (or her!) up around the 1st December? I believe you can, and in fact I have made a wager with Keith which I feel certain to win. Now it's up to you—we have a tremendous Association, offering outstanding benefits and privileges, and have earned the respect and admiration of the industry for the progress we have made in four short years.

The foundations for the future have been well and truly laid. Now we want to build on them, and that's where you come in.

Please do not let us down—each and every one of you must make the effort to find your new member. Don't leave it to the next man for that is not the way we insurance men are trained to think. We are the "movers", the catalysts, the men who get things done. Take one hour on December 1st, sign your new member and help us to achieve our goal.

And by the way: I won't object if you decide to sign up two!

SOME MEMBERSHIP BENEFITS

PROSPECT Magazine.
Sales and Educational Conferences.
PIMS Advisory Service.
Planned Savings (for Fellows).
Book Offers.
Schools programme.
Recognition—Identity.
Reduced fees for ITS courses.
Car Stickers.
Year Book.
Regional Meetings.
And many others.

National Membership Day
1st December
KEN ODGERS
New member of Executive Committee

As our President, Clive Holmes, says in his column, the growth of the LIA, and of the work-load on the Executive Committee, called for reinforcements and it is good to welcome Ken Odgers whose background, record in the Industry and current position in his Company make him an ideal man for the job.

After war-time service as a Flight Lieutenant with 50 and 97 Squadrons of Bomber Command, during which he was awarded the Distinguished Flying Cross, Ken was asked by the Group Commander to take on the direction and development of entertainment facilities for the Base. As a result, he spent the remaining months of the war and subsequently until demobilisation, forming and touring with reviews, variety shows, band shows etc.

After the war, this experience led him, eventually, into becoming one of the leading toastmasters and masters of ceremony in the UK, although he spent most of his time around the “London Scene”. During these years, he was responsible for many functions at the Royal Albert Hall, the Royal Festival Hall and all the principal London hotels.

In 1954, he joined the Central London Branch of Sun Life of Canada, whose manager was the late Jack Christey, to whom he always acknowledges a considerable debt, in terms of the foundational knowledge he provided. In the early years, Ken was concerned with direct sales, later becoming one of the first unit managers appointed in the United Kingdom, building a unit of 12 salesmen.

In 1961, he became the first manager of the Company’s Westminster Branch, where he continued until 1970. Appointed Regional Training Consultant, he now develops training courses in the South-East while still continuing to service his existing clients and to make further personal sales.

In recognition of management achievement, he was twice winner of the President’s Trophy and, to date, on two occasions has been a Vice-President of the Company’s Production Club.

MEETINGS...MEETINGS...MEETINGS

It is a sobering thought that, four years ago, there were no meetings of the Life Insurance Association taking place in the United Kingdom. Even last year we only succeeded in having about forty.

You will know from the Regional Diary that this year there are over a hundred that will take place between September 1976 and May 1977, giving many opportunities for our members to hear some of the best-known speakers in the Life Insurance industry.

What tremendous strides this represents! Selling Life Insurance can be a very lonely job even when you are working for a very large organisation because, when you are selling face to face with your prospect, you are on your own. The size of the organisation behind you does not help at that point; your own ability is the beginning and the end of each interview.

Personally I do not think it is possible to attend too many meetings; if you can come back with just one idea, no matter how small, then your journey was worth while. It would be marvellous to have the opportunity of attending every meeting put on by the Life Insurance Association throughout the United Kingdom, but clearly this would just not be possible. However, you can ensure that you attend every meeting in your area and perhaps some of those in neighbouring Regions.

The quality of the speakers can be gauged from the Regional Diary. None charges a fee to the Association and I think this is indicative of the regard in which they hold us. The least we can do is to support every meeting and to take along with us non-members who perhaps do not realise what is available to them.

It is the very best way to recruit new members to the Association. They are the life-blood of our future and will enable us to expand our programme even further next year.

We are extending the number of our Regions and will be seeking to arrange perhaps a hundred and fifty meetings for the 1977/8 season. You can all help by bringing to the notice of your Regional Officer the names of any speakers you come across who would meet the Association’s high standards. Remember that it does not necessarily have to be a man—or woman—who is in the Life Insurance industry. One or two of our Regions have found solicitors, accountants, barristers and people from other professions who have been able to give an extremely interesting and worthwhile talk, and it is a way to foster an understanding between ourselves and these other professionals.

K.C.
Nothing succeeds like...

....success!
You’re reading this advertisement because you’re attracted by success. We’re writing it for the same reason. Maybe we should get together?

Most people in the know would agree that Hambro Life is the most dynamic assurance company in the business. We’ve got the right products, the best administrative back-up and, above all else, the most motivated field force in Britain.

That’s why, in just over five years, our assets have climbed to over £350 million.

Now, as you probably know, we have gone ‘public’. That means we are starting a new and exciting stage in our development. And, to help us continue to set the pace, we need more Sales Associates.

At Hambro Life, a Sales Associate is a V.I.P. That’s why we spend a great deal of time ensuring that we engage the right kind of people. People who can and will earn more with us than with anybody else.

As an experienced sales person, you may already know quite a bit about us. We’d like to tell you more. To get things moving, write or phone our nearest Area Director today. You’re welcome!

Peter Weir-Rhodes, 8 Forbes Street, Edinburgh. Tel: (031) 225-4615
Derek Jones,
Cotton Exchange Buildings,
Old Hall Street, Liverpool.
Tel: (051) 227-1704

David Boulton,
Dean House, 94 Whiteladies Rd., Clifton, Bristol.
Tel: 0272-37026
David Fitch,
Headley House, Headley Rd.,
Grayshott, Surrey.
Tel: (042) 873-6116

Donald Pell, 25 Green Street, London, W1. Tel: (01) 499-0631

Hambro Life Assurance
Changes in the Regulations for Designatory Letters

spelt out by

KEN CLARK, Vice-President and Secretary of the LIA

As from January 1st, 1977, new Regulations are being introduced for the Associate and Fellow categories of membership and we have taken the opportunity to make other changes in membership categories.

The requirements for Associate and Fellow membership have been different from those necessary for the award of designatory letters, and your Executive has been studying this problem over the past few months. Clearly the requirement must be the same, so that Associate or Fellow membership automatically carries the right to use the appropriate designatory letters.

We needed to consider the position of existing Associates and Fellows, and design the new Regulations to be fair to all parties. At the same time, we had no intention of reducing our standards. On the contrary, there were one or two areas where we felt it necessary to apply more stringent requirements, and I believe we have now produced the correct formulae.

One of our biggest difficulties concerned the Fellowship category. As it was, a man could meet the requirements for Fellowship although he did not qualify as an Associate. This was clearly incorrect and, in future, qualifications as an Associate will be a pre-requisite for Fellowship.

The following are the changes in the requirements for Associate status:

1. Previously, the requirement was for more than two but less than five years' service in the industry. This no longer qualifies for Associate status. Instead, the Regulations are the same as for the award of the designatory letters.

2. The conditions for the award of the designatory letters ALIA are unchanged (but are now also the conditions for Associate membership).

3. In the Dispensations, the service requirements of ten years in the Industry and five years selling life insurance have been reduced to five years and three years respectively.

4. The CLU diploma has been included among the approved examination qualifications.

The following are the changes in Fellowship conditions. The old requirement of service and income is no longer applicable. In future, applicants for Fellowship must first of all meet the conditions for Associate membership and then the new conditions for Fellowship.

This is the first change—the requirement to meet the Associate conditions. Next, the Service requirement for those who do not meet the Associate conditions is increased from five years to ten years.

In addition, we have done away with the Affiliated Membership category, and replaced it with that of Ordinary Member. The definition has been changed to allow persons involved in our industry, but not directly as salesmen, to join as full members.

Rules regarding publicity of membership have been clarified, and you should study the new membership form which is shown in full at the end of this feature.

Existing Members

To return to existing members: you have until December 31st 1976 to apply for your designatory letters under the "old" basis. If you have not applied by then, your membership may be re-classified under the new rules. This applies to all members, as at 31st December, regardless of joining date.

An application form for the Award is included in this issue of PROSPECT. Use it now if you have not previously applied and consider you are eligible. You will NOT be permitted to use designatory letters after December 31st if you have not applied for and been granted the privilege. Thereafter, you will have to apply under the new Rules.

We believe the introduction of these new Rules strengthens our qualification requirements and enhances the prestige of designatory letters; at the same time, we urge you to consider the LIA examination syllabus, based upon the Chartered Insurance Institute's Life Assurance Salesmen's Certificate examination.

In their recent press release, the CII stated, "This year, 91 candidates entered for this examination and this entry, although still small, was a welcome increase over 1975 when there were only 65 entries. The increase in candidates was largely a result of the action of the Life Insurance Association in making this examination the basis for the award of its own Associate membership and it is to be hoped that the upward trend in entries will continue in future years."

As announced in the August PROSPECT, we are giving an annual prize for achievement in this examination, and we would like to see one of our members being the first recipient in 1977.

Remember, knowledge is power—and the attainment of designatory letters will give you an authority which the public will come to recognise as a symbol of professionalism and skill.
Regulations for the examinations of the Life Insurance Association and the award of the designatory letters ALIA and FLIA

WHO IS ELIGIBLE TO APPLY FOR MEMBERSHIP?

If you are engaged full-time in the Life Insurance Industry and have been so engaged for a minimum of six months you may apply to join the Life Insurance Association.

WHAT ARE THE CATEGORIES OF MEMBERSHIP?

1. PROVISIONAL MEMBER—ANNUAL FEE £5.50
   Apply for this category of membership if you have been engaged in the Life Insurance Industry for more than six months but less than two years.

2. ORDINARY MEMBER—ANNUAL FEE £11.00
   Apply for this category if you have been engaged in the Life Insurance Industry for more than two years but do not meet the qualification requirements for Associate Membership.

3. ASSOCIATE MEMBER—ANNUAL FEE £11:00
   Apply for this category if you are able to meet the qualification requirements for Associate set out below.

4. FELLOW MEMBERS—ANNUAL FEE £22:00
   Apply for this category if you are able to meet the qualification requirements for Fellow set out below.

SPECIAL NOTE—PUBLICITY OF MEMBERSHIP

The Association has strict rules on this subject which are rigidly enforced.

PROVISIONAL MEMBERS

Membership in this category carries with it NO rights of publicity, you may NOT show on your letter paper or in any printed form whatsoever that you are a member of the LIA.

ORDINARY MEMBERS

This category carries NO right to the use of designatory letters but you may show on your letter paper and other printed matter the words: MEMBER OF THE LIFE INSURANCE ASSOCIATION.

ASSOCIATE MEMBERS

Members in this category are entitled to the use of the designatory letters ALIA.

FELLOW MEMBERS

Members in this category are entitled to the use of the designatory letters FLIA.

ASSOCIATE OF THE LIFE INSURANCE ASSOCIATION

In order to qualify as an Associate of the Life Insurance Association with the right to use the designatory letters ALIA, an applicant must meet the following conditions:

1. To have completed a minimum of two years in the Life Insurance Industry, at least one of which must have been spent in selling life insurance.

2. To have satisfied the examiners of the Chartered Insurance Institute in the following six subjects of the Life Assurance Salesmen's Certificate examination.
   L.A. 1. Legal and economic aspects of insurance.
   L.A. 2. Elements of Insurance.
   L.A. 3. Insurances of the person.
   L.A. 4. Life assurance, its applications and underwriting.

3. To be a member in good standing of the Life Insurance Association and to pay the appropriate annual fees as prescribed from time to time.

DISPENSATIONS

A member will be awarded Associateship status and the right to use the designatory letters, notwithstanding that the member has not qualified in the LIA examination syllabus PROVIDED the member:

1. Has obtained the "Life Assurance Salesmen's" Certificate awarded by the Chartered Insurance Institute, OR:
2. Is an Associate or Fellow of the Chartered Insurance Institute or a Chartered Life Underwriter, OR:
3. Has completed a minimum of five years' service in the Insurance Industry, of which at least three years have been spent selling life insurance, and produces three satisfactory references, including one from his Director of Agencies or similar official.

FELLOW OF THE LIFE INSURANCE ASSOCIATION

In order to qualify as a Fellow of the Life Insurance Association with the right to use the designatory letters FLIA, an applicant must meet the following conditions:

1. To have completed a minimum of ten years in the Insurance Industry of which at least five years have been spent in selling life insurance, OR:
2. To have met the requirement for associate membership and
   (i) To be a qualifying member of the Million Dollar Round Table.
   OR
   (ii) To have a gross income over the last five years in excess of £25,000.
3. To be a member in good standing of the Life Insurance Association and to pay the appropriate fees as prescribed from time to time.

GENERAL REGULATIONS

Candidates for the examinations must abide by the Chartered Insurance Institute's general rules detailed in their publication "The Regulations and syllabus for the examination for the award of the Life Assurance Salesmen's Certificate".

(N.B. Subject L.A.7—Staff pension and assurance schemes is not included in the examination syllabus of the Life Insurance Association.)
Be a True Professional with Endsleigh
Sell life assurance to people who REALLY need it

Endsleigh Insurances (Brokers) Ltd. provide a complete insurance service to undergraduates and graduates. Our clients are therefore young career people who need the highest level of professional advice in building up their life assurance portfolios.

As an Insurance Advisor you therefore have a crucial role to play. You will need to have an excellent technical knowledge and outstanding sales ability.

CONSIDER THE FOLLOWING FACTS:

- Your leads are provided. You don’t waste valuable selling time finding clients.

- You get a guaranteed basic of up to £3,000 + substantial commission on life sales. If you don’t earn over £5,000 in your first year you’ll have only yourself to blame.

  There is scope to nearly double that figure.

- You also get:
  - Company Car
  - All Expenses
  - Non-contributory pension scheme
  - Free Life Assurance & P.H.I. cover
  - 3 weeks holiday rising to 4

- You have added variety by providing a promotional service to Colleges, AND have the facility for placing your clients’ general insurances.

We have a number of vacancies. If you are aged 21–33, and have the qualities we need, we want to hear from you.

Write NOW (with full career details) or telephone.

Endsleigh
Andrew Russell, M.I.P.M.
Endsleigh Insurances (Brokers) Ltd.
P.O. Box 54 Cheltenham Glos GL50 3NR.
Telephone Cheltenham (0242) 36151
Why are premiums increased for people who are over-weight? What is the extra risk to a life assurance company? How does obesity shorten life expectancy? What causes excess weight (apart from over-eating)? And why do people over-eat? The answers to these and many other questions of importance to the life insurance salesman are given in this enlightening article.

OBESITY

THE CAUSES AND THE RISKS

by Sydney Leigh, MD

(Dr. Leigh has had many years' experience of carrying out medical examinations in Newcastle upon Tyne for life insurance companies, and his main interest is in diseases of the heart and lungs. This article originated as a talk he gave recently to the LIA's North-East Region.)

The purpose of this contribution is to set out some of the risks caused by being over-weight and to consider reasons that cause people to over-eat. First of all, here are some facts culled from the Registrar General's figures of 1974. Forty per cent of all deaths, or approximately 220,000, were due to diseases in which vital arteries were blocked, 26 per cent from blockage of the coronary arteries and 13 per cent from blockage of the cerebral arteries. The remaining 1 per cent of deaths were ascribed to high blood pressure (or hypertension). This 1 per cent, however, does not give a true picture, as hypertension plays an important part in coronary and cerebral artery disease. To obtain some sort of perspective, compare this 40 per cent with all forms of cancer, which caused 18 per cent of deaths, road accidents 1.4 per cent, tuberculosis 0.1 per cent and whooping cough 0.02 per cent.

Most insurance companies have tables to show the ideal weight for given heights and ages, and their criteria for obesity vary from 15 to 25 per cent above these values. The notion that older people are allowed to be heavier is contradicted by a 1960 study of Zulus where the diet consisted of cereals, fruit and milk. Weight is maintained among these people until the age of 60, after which it begins to decline.

Most valuable

Over several years, various studies have demonstrated the hazards of obesity. Probably the most valuable was that carried out at Framingham, Massachusetts, a small town with a more or less static population. Over 5,000 men and women aged between 30 and 62 in 1948 were followed up for 25 years in two-yearly intervals and carefully examined for disease of the heart and circulation. Over 87 per cent of those examined attended for every examination and only 2 per cent were lost to follow-up. It was found that the average subject was 20 per cent over-weight, that over 25 per cent of the men and 20 per cent of the women were over-weight, and that 1 per cent of the men and 9 per cent of the women were no less than 50 per cent over the norm. It was found that in men particularly, diseases of the coronary and cerebral arteries were related to obesity in virtual proportion to its extent. The authors have estimated that a 20 per cent weight reduction will lessen the chances of developing coronary disease by 40 per cent and that if all over-weight people could revert to the ideal weight, there would be a 25 per cent reduction in coronary disease. For this country, half the average male population are 15 per cent over-weight.

Obesity is a problem that starts in infancy. Recent work has shown that it continues into adult life and that children so affected are liable to develop hypertension. It has been demonstrated that fat cells are laid down in the first six months of life and that, once formed, they are there for good, waiting to be filled with fat when excess cargo is taken on board. Thus the old notion of plump podgy babies being so desirable is something less than the ideal state of affairs.

Unpleasant risks

There are other unpleasant risks in store for those of us who are over-weight.

1. The type of diabetes starting in adult life can be thought of in its simplest form as the body giving up the struggle to cope with the loads of fats and starches that are fed into it over the years.

2. Cirrhosis of the liver, or processing factory of the body, often follows the deposition of excess fat in it, while one form of gall-stone due to cholesterol formation is also due to increased fatty products with which it has to cope.

3. Surgical operations present an added risk both in the extra anaesthetic hazards and extra time needed by the surgeon. He has more fat to plough through, greater difficulty in reaching the part needing his attention and takes more time in stitching up.

4. Varicose veins either in the legs or rectum (piles or haemorrhoids) may be liable to inflammation or clotting. Consequences can be very serious if portions of the clot or thrombus break off and are swept through the circulation, eventually blocking arteries in vital organs such as the lungs or brain.
5. Gross obesity may be accompanied by loss of fertility—apart from obvious anatomical difficulties, and by loss of menstrual periods, which may return when the excess weight is shed.

6. Apart from these consequences, there may be other difficulties such as breathlessness caused by the extra strain placed on the heart or lungs. A large mass of fatty tissue has to be moved up and down in breathing, and the heart can show signs of failure if unequal to the task.

7. The added strain on weight-bearing joints, such as the hips and knees, may contribute to their showing signs of wear and tear (osteo-arthritis).

8. The extra fat in the abdomen can weaken its walls at vital parts and cause hernias, either in the groins (rupture) or when part of the stomach goes up into the chest cavity (hiatus hernia). In women who have borne children, the lower parts may give way, causing prolapse or—as one old lady described it to me, “trouble with the floorboards”.

Inheritance

There are many causes of obesity. Studies in twins have shown that inheritance plays a large part. Identical twins reared in different places have shown that genes determine energy output and appetite. There is an area of our brains controlling appetite, and injury or disease involving this site can cause changes in our eating habits. There are also many chemicals or enzymes needed by the body to metabolise the food taken in and one or more of them may be lacking.

Social class, too, may be a factor. In a New York study some years ago, 5 per cent of social “Class I” were overweight, as compared with 30 per cent of social “Class V”. Results elsewhere have confirmed these findings.

National factors play a part. In a Manhattan study, 9 per cent of people of British extraction were overweight as compared with 27 per cent who were of Italian origin. In poorer countries, where the staple diet is largely carbohydrate, women tend to be large and a man’s wordly success is considered to be in proportion to the girth of his wife.

Fattening Foods

The media, with their attractively inviting advertising, play a part, as do persuasive hostesses tempting guests with fattening foods. One can also sympathise with housewives spending a great deal of time cooking and being tempted to nibble constantly.

One could debate at length about psychological reasons for over-eating. For example, children developing over-eating habits are prone to continue this into adult life. In their homes, food tends to play an important part and these children are rewarded by being offered titbits of sweets and fattening foods.

At time of stress, either real or imagined, such as when a woman considers she is unloved, she may turn to food as a solace. Somebody once described it as a large body compensating for feelings of inferiority.

There is also a reactive type of compulsion to eat. At difficult periods in life, such as bereavement or a difficult menopause, people may find themselves compelled to eat excessively.

The conclusion would therefore seem to be inescapable that the rating of people who are overweight is justified.

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**NEWSLETTER**

You will notice a change in the format of the Newsletter.

Less than 1% of our membership purchased the Newsletter in bulk to dispatch to clients and centres of influence and clearly this poor response does not justify the cost of printing. In fact the Life Insurance Association was losing money on the project and with some reluctance we have decided to withdraw it.

Clearly this is a disappointment to those of you who were using it and we apologise.

We have reverted to our original format, aimed at providing the members with up-to-date news and sales ideas they can use to increase their business. This newsletter will be kept as topical as possible and all we can suggest is that those of you who would like to maintain a regular mailing to their clients should consider preparing their own Bulletin.

We apologise for wrongly naming the venue of the forthcoming 6th Life Insurance Sales Congress in the last issue of PROSPECT as the Royal Albert Hall. It should of course have been the Odeon Cinema, Leicester Square.

But that’s no excuse for going to the wrong place or not coming at all—

The correct venue was much more prominently featured.

HURRY! It’s the 25th & 26th NOVEMBER

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**Editor’s Corner**

The Editor would be pleased to:

- receive suggestions of books for review that would be of interest to the readers of PROSPECT.
- hear from readers who are interested in reviewing books or films for PROSPECT.
- welcome suggestions for future articles or of possible contributors.
- receive press releases on news and developments of interest to our readers.
The CII College of Insurance

COURSES FOR LIFE SALESMEN

Advanced Life Assurance Course (5 days)
ALA 27 . . . . . . . . . . . . . 13-17 June, 1977

Capital Transfer Tax (4 days)
CTT 6 . . . . . . . . . . . . . 21-24 February 1977
CTT/7 . . . . . . . . . . . . . 31 May — 3 June, 1977

Introduction to Life Assurance Underwriting (3 days)
LU/1 . . . . . . . . . . . . . 21-23 March, 1977

Life Salesman's Technical Course (3 days)
LST/2 . . . . . . . . . . . . . 11-13 January, 1977
LST/3 . . . . . . . . . . . . . 13-15 April, 1977

Pensions (5 days)
P/29 . . . . . . . . . . . . . 7-11 March, 1977
P/30 . . . . . . . . . . . . . 27 June — 1 July, 1977

A full prospectus, course programmes and details of the fees for these courses available on request from the College Secretary, The C.I.I. College of Insurance, 'Penton', 30 Woodlands Road, Surbiton, Surrey. (Phone 01-399 2144).
ITS, following the success of its first two courses on tax planning, now widens its scope by launching into salesmanship. Those who cannot get to the residential course can now

LEARN TO SELL

BY POST

says CHRIS CHRISTIAN, ACII, MInst M, MBIM

Author of “Selling Life Assurance”, Editor of “Sell-Tech”,
Founder of IETC and an actively selling life broker

In the last issue of PROSPECT the launch of Insurance Training Services Ltd. was formally announced. Of course, members of the Life Insurance Association attending the July workshop at the Mayfair Hotel, will have seen the “ITS” stand on that occasion.

You will recall that Insurance Training Services has been created to provide for members of the Association in-depth training facilities and workshops where the opportunities and problems facing the life assurance salesman can be studied with a view to increasing the profitability and extent of our selling activities.

In the last issue of PROSPECT we announced the first two residential courses to be run on “Tax Planning and the Life Assurance Salesman” at Gatwick and Worcester. At the time of writing, the Gatwick course has been run and the Worcester course is now well on its way to being fully booked.

This course sets out to give a thorough grounding in the main aspects of taxation that may affect or influence the sale of life insurance. The subjects covered include Income Tax, Investment Income Surcharge, Capital Gains Tax, Capital Transfer Tax, pensions, corporate law, corporate taxation. Built on this technical foundation are the marketing and selling ideas that enable the grasp of these subjects to be translated into sales opportunities. Speaking on this course are Derrick T. Rodgers, FCA, ATII, Bob Deacon, LLB, AMBIM, Clive J. Holmes, FLIA, AInstBM as well as myself, and we will be joined at Worcester by Ken Clark, FCII, FLIA.

If delegates’ comments following the Gatwick course are anything to go by, then ITS is providing a useful and, indeed, valuable service for the members of the Association.

Without apology, we quote from these letters because, at the end of the day, the value of the activities of ITS can only be measured by the benefits that the delegates to these courses can identify as having been obtained:

Fred Robbins, FAIB of F. V. Robbins Ltd., Associated Insurance Brokers, writes; “The subject matter was absolutely right but what I found particularly helpful was the application to the sales situation. Knowledge is power!”
Abbey Life's Investment Division looks after:

£60 million in the Money Market
£50 million in Fixed Interest Securities
£80 million in Equities and
£170 million in Property Investment

We seek to achieve maximum medium to long term investment returns for our savers by the selection of investments from prime categories only, combining to make up diversified but manageable portfolios.

Our Funds' consistent performance over the years justifies our insistence on quality.

For further information about our Funds and their performance write to Abbey Life Assurance Company Limited, Abbey Life House, 80 Holdenhurst Road, Bournemouth, or ring Bournemouth 292373.
Greg Hunt, BSc(Econ) of Hambro Life Assurance Ltd., "The most stimulating seminar that I have attended in this industry and I believe the blend of sales-orientated technical information and the sales ideas to be excellent. I have already utilised some of the ideas which have enabled me to create sales opportunities that I would not have been aware of otherwise. I thoroughly recommend this course..."

Ian Foster, FLIA, AAIIB, "I find that my knowledge has increased tremendously and would recommend the course to other people who were in the same position as I before attending".

In view of this response, as you will see from the advertisement in this issue of Prospect, ITS is running this course again three times next year at different venues.

In addition, a new residential course dealing with the basic mechanics of selling life assurance is also being launched. This course ties up with the ITS Correspondence Course which is now available and perhaps a few words about their objectives may be of interest.

The residential course, "Life Assurance Sales Course", will use the material that has been prepared for the Correspondence Course as its base. The objective of this particular course is to examine the sales process from beginning to end in detail. It will examine:
(i) The products we use
(ii) Buyer needs
(iii) Identification of potential clients
(iv) The approach

(v) The fact finding
(vi) The presentation
(vii) The close.

It will also deal with organisation, follow-up service and the overcoming of objections.

Each of these subjects will be examined and discussed so that the practical problems that all of us face can be quantified and, we hope, overcome.

It may be felt that, as the Life Insurance Association are providing these residential courses, the need for a correspondence course does not exist.

However—as I hope we are demonstrating—while residential courses are of great value in providing a forum in which ideas and technical knowledge can be discussed and studied, they suffer inevitably from two disabilities.

Firstly, by their very nature, such courses have to be of short duration and, therefore, the period for absorption of ideas is limited. Secondly, although we are moving the venue of these courses around the country, there are still problems in terms of travel and time in attending.

To try and overcome this, ITS will be creating a number of correspondence courses that will allow the life insurance sales personnel who are not able to attend residential courses—or who feel that the two can be complementary—the opportunity to study at their own pace and at home the material that we use on the residential courses. To try to compensate for the lack of direct discussion that can take place on a residential course, an element of guidance and consultancy is being built into these correspondence courses.

The first of these courses, "Life Assurance Sales Course", is now available and will cover the subjects that we have mentioned above.

To compensate for the lack of direct face-to-face discussion that can take place on a residential course, the student will be able to raise problems that he faces in his day-to-day work with his course tutor. If the tutor feels that the answer calls for a wider range of expertise than he may have himself, the problem will be put before a distinguished panel of tutors to seek their ideas to assist the student.

As Fred Robbins clearly identifies in his letter to us, "Knowledge is power!" and we are providing a forum in which useful knowledge can be exchanged.

The LIA are concerned with improving the standards in the sales and marketing area of our industry with the ultimate objective of enabling all of us to achieve a greater volume of business sold to satisfied customers with maximum professionalism and minimum strain.

The role of ITS is to make available, as do the CII, material that we hope will be of immediate and practical value to the student.

The tools are there if you wish to pick them up and make use of them. The response you give, to the effort that is being put in to provide these services, will be an obvious indication to us of the seriousness with which we in the LIA approach our work.

Book Review (continued from page 10)

truth about ourselves and our minds, and then wrote everything down. His book, I feel, will prompt one of two reactions in those who read it. Firstly, to the successful or those on the “right track”, it will reinforce their future, it will encourage them and refine their successful traits. Most of all it will explain the “how” of their success to date, and this true understanding of themselves will lead to improved performance.

Those who believe they are “doomed to fail” will not recognise the truth in the book, and will dismiss it as not applying to them—surely proof of Dr. Maitz’s theory that being successful is not consistent with their present self image.

Psycho-Cybernetics is available from LIA, Cherwellwood at £2.50 plus 15p postage and packing.