



Trusted Risk Advisor™
Consulting→Diagnosing→Protecting

TRUSTED RISK ADVISOR™

TRA: THE MARK OF CREDIBILITY

The TRA certification shows insureds and carriers that you have mastered the art of consulting, diagnosing, and treating risk.

To earn the TRA certification, you must take all four programs.
CE Credit: TRA 1, 3 hrs.; TRA 2, 4 hrs.; TRA 3, 4 hrs.; TRA 4, 4 hrs.
One Course: \$450 member / \$500 non-member
All 4 Sessions: \$1,600 member / \$1,750 non-member

1

September 22, 2021:
Goodbye, Agent and Broker.
Hello, Trusted Risk Advisor
One-day classroom program

2

September 23, 2021:
The Art and Science of Discovery...
Leading to Strategy
One-day classroom program

3

November 17, 2021:
The Risk Advisor...
Moving Away from the
Transactional Sale
One-day classroom program

4

November 18, 2021:
Creating a Differentiated
Customer Experience Journey
through the TRA Process
One-day classroom program



BENEFITS OF EARNING THE TRUSTED RISK ADVISOR CERTIFICATION

The Trusted Risk Advisor (TRA) certification from Beyond Insurance is a symbol of professional excellence in consultative sales and enterprise risk management.



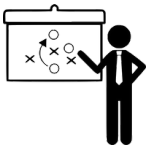
WHO SHOULD ATTEND?

The certification is reserved for seasoned and successful agents and brokers who wish to take their game to the next level...to reap rewards that only credibility, trust, and enhanced perception can bring. While you may enter the program with a proven track record of success, the TRA program will empower you to sharpen your skills and consider additional tactics, tools, and techniques to significantly improve performance.



5-STAR CONTENT

Proven techniques, tools, and processes to grow your book of business. The TRA program is built upon a proprietary risk management process that enabled Scott Addis to be recognized as one of the 25 Most Innovative Agents in America with an \$11 million personal book and a 95% hit ratio.



TOP-TIER COACHES

Learn from industry leaders with deep knowledge and experience.



LOCATION

All four sessions of the Trusted Risk Advisor program will be held in the IIANC classroom.



GROWTH MINDSET

A TRA growth mindset confirms that you have control over the outcome of your actions...the way you think, act, feel, and handle situations.



ENTERPRISE RISK MANAGEMENT

Utilization of the risk decision matrix and TRA Method shifts the consumers' focus from price and product to risk and risk management.



COMPETITIVE ADVANTAGE

Advanced training in consultative, diagnostic sales and risk advisory skills gives you a distinguished brand and competitive advantage in your marketplace.



PERFORMANCE

TRAs build high-trust client relationships that are strong and enduring, regardless of market conditions. The TRA mark demonstrates that you are skilled at reducing claim frequency and severity.



MORE INFORMATION

www.iianc.com/TRA
800-849-6556