

Dr. Sziklai's Advocacy System™ is a uniquely effective approach to prospecting and selling insurance, proven to significantly improve agent productivity and morale. You have the opportunity to bring the **Advocacy System™** approach into your agency. Upon completion of the Trainer Certification program you/your trainers become eligible for licensing the program for your agency. Participants leave the intensive three-day Trainer Certification Program, taught by Dr. Sziklai, prepared to begin implementing training programs with both veteran agents and new recruits. Dr. Sziklai teaches the Advocacy Approach, how to facilitate the agent's learning process and how to lay the foundations for building an Advocacy agency.

In addition, Dr. Sziklai has taken his highly effective **Advocacy System™** to the next level and created an exciting new tool for recruiters – the **Advocacy Recruiting System™**. The 11-part self-contained system is designed for users of the **Advocacy System™**. Advocacy allows the recruiter and his/her organization to differentiate themselves from traditional sales organizations and other recruiters.



Please click here for the current

**LOCATIONS AND DATES OF NEXT TRAINER CERTIFICATION /
“REFRESHER”**

COST

Training Program Tuition: **\$1,400/attendee, plus expenses

“Refresher” Tuition: **\$500/attendee, plus expenses (must have already completed previous Trainer Certification)

LODGING

Hotel reservations may be made during your Trainer Certification registration through Sziklai Associates **on-line** or by calling toll-free **(888) 323-8628**.

Attendees are responsible for their own travel and hotel expenses.

TRAINING / “REFRESHER” SCHEDULES

- Day One** Trainer Certification8:00 am – 4:30 pm
- Day Two** Trainer Certification8:00 am – 4:30 pm
- Day Three** Trainer Certification8:00 am – Noon

**Tuition fee includes the 2-1/2 day training with Dr. Sziklai, training materials (Certified Trainer’s use ONLY, not transferable), breakfast (7:00 – 8:00 am, each day), lunch (12:00 noon – 1:00 pm each day) and break snacks & beverages each day, and Certificate of Completion. Deposit required (\$500 for new Trainer Certification participant and \$250 for “Refresher” attendee), is fully refundable in the event the Trainer Certification is cancelled by Sziklai Associates.

REGISTER TODAY!

Phone, e-mail, or on-line registration:

Jane Dale, Director of Marketing

(888) 323-8628, jdale@advocacysystem.com, or register on-line at www.advocacysystem.com

The information provided here is designed to give you the necessary information to make your initial travel plans. More details will follow.

Arrival & Departure Information:

Hotel check-in and check-out times are posted on-line. If you arrive prior to check-in time, you may experience a delay in checking into your room, as the hotel cannot guarantee early arrivals or late departures. In this event your accommodations are not immediately available, changing facilities and baggage storage will be provided.

Dr. Sziklai begins the Advocacy System™ Training / “Refresher” on Day 1, with breakfast from 7:00 am to 8:00 am each day.

Dr. Sziklai ends the Advocacy System™ Training / “Refresher” on Day 3, at 12:00 noon. Please note that hotel check-out is 12:00 noon. You may bring your bags to the training room prior to/after check-out or arrange for a late check-out, if available.

Hotel Accommodations

Your room reservation will be made for you based on the information provided on the Registration Form. If at any time you need to make changes to your reservations, please call Jane Dale at Sziklai Associates Ltd., (888) 323-8628 or email at advocate@advocacysystem.com.

Arrival and departure changes will be accepted based on availability. Pre and post stays will also be available based on availability.

Hotel & Address:

All hotel information is posted on-line or may be obtained by calling the Sziklai Associates offices.

Climate and City Information

Please visit www.weather.com

Airport Shuttle Service

Shuttle services are provided upon your request. Please request the service when filling out your registration information. If there is further information needed, please contact Sziklai Associates for more details.

Airport Meet & Greet Service

Some locations' Transportation Departments plan, coordinate and execute a full meet & greet service, including baggage claim meet & greet, and VIP sedan/limousine and van meet & greet. Please contact the airports Transportation Manager, to discuss what options will best fit your requirements.

Hotel Charges and Bill Payment

The cost of the first nights lodging will be charged to the credit card provided on the Registration Form. Another form of payment may be used for the balance of room, tax, and incidentals upon check-out. All hotel charges must be paid upon check out. The hotel accepts all major credit cards.

Spouses/Guests

Spouses and guests are encouraged to attend.

Additional Information & Questions

If you have any additional questions, please contact

Jane Dale, Director of Marketing

Toll-Free 888-323-8628 (office)

435-658-3217 (fax)

advocate@advocacysystem.com

Training by Dr. Csaba Sziklai

DAY ONE

Morning:

7:00 – 8:00 am

BREAKFAST BUFFET

8:00 – 10:00 am

Introduction to the program

Review of resource materials

Group exercise: Values

Sales Psychology of Advocacy

Introduction to the Advocacy System™

Model Training Session

“Principles and Psychology of Advocacy”

Exercise and discussion

10:00 – 10:15 am

BREAK

10:15 – 12:00 noon

Exercise and discussion continued

12:00 noon – 1:00 pm

LUNCH BUFFET

Afternoon:

1:00 – 2:00 pm

Group Exercise:

“Formatting”

2:00 – 3:00 pm

Model; Training Session continued

“Agent as an Advocate”

3:00 – 3:15 pm

BREAK

3:15 – 4:00 pm

Presentation and discussion

continued

4:00 – 4:30 pm

END SESSION

DAY TWO

Morning:

7:00 – 8:00 am

BREAKFAST BUFFET

8:00 – 10:00 am

Group Exercise: Basic Advocacy

Concepts

Mechanics of presenting the program

“Advocacy Prospecting”

Presentation and discussion

10:00 – 10:15 am

BREAK

10:15 – 12:00 noon

Presentation and discussion continued

Resistance to change and facilitating the agent’s learning process

12:00 noon – 1:00 pm

LUNCH BUFFET

Afternoon:

1:00 – 2:00 pm

Group Exercise:

“Formatting”

2:00 – 4:00 pm

“Recommendations”

Presentation and discussion

3:00 – 3:15 pm

BREAK

3:15 – 4:00 pm

Presentation and discussion

continued

4:00 – 4:30 pm

END SESSION

DAY THREE

Morning:

7:00 – 8:00 am

BREAKFAST BUFFET

8:00 – 10:00 am

Implementation Issues

- How to maximize results
- Discussion of resistance, monitoring activities and other training issues

“Scrubbing the Vocabulary”

10:00 – 10:15 am

BREAK

10:15 – 11:30 am

Recruiting and Training New Agents

Business Building Model

11:30 am (no break)

BOX LUNCH BROUGHT IN

Noon

END TRAINING SESSION for Dr. Sziklai's Advocacy System™

Training materials for Dr. Sziklai's Advocacy System™ Trainer Certification / “Refresher” include detailed program, Leader's Guide, Agent Guide and Certificate of Completion. (all training materials provided for attendee use ONLY and are not transferable).