

# THE ASSOCIATION OF KENYA INSURERS

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**AKI CIRCULAR NO. 67/LIC/5/2021**

**CHIEF EXECUTIVES  
LIFE MEMBER INSURANCE COMPANIES  
ASSOCIATION OF KENYA INSURERS**

Ladies and Gentlemen,

**RE: SALES AGENT TRAINING**

The Secretariat intends to carry out a Virtual Sales Agents' Training from **21<sup>st</sup> June – 12<sup>th</sup> July 2021**. This will be a three weeks self-paced virtual training designed to assist sales agents unlock their potential and understand how to navigate selling digitally.

The training is suitable for agents with an average of 1 to 5 years of experience and will cover the following areas:

- Module 1 – Understanding Sales
- Module 2 – Sales Skills & Process
- Module 3 – Insurance Sales Tactics

Please review the attached brochure and video for more details.

The cost for the training is **12,000/-** per person and the registration deadline is **18<sup>th</sup> June 2021**. Kindly enrol your company's sales agents using the following link: <https://mailchi.mp/4e8d4543ecab/wgl9cmwd0h>.

For any clarification or assistance feel free to reach out to us through [wanjiku.muriithi@akinsure.com](mailto:wanjiku.muriithi@akinsure.com) or [gabriel.inzoberi@akinsure.com](mailto:gabriel.inzoberi@akinsure.com).

We appreciate your valuable support.

Yours faithfully,

  
**T.M. GICHUHI  
EXECUTIVE DIRECTOR.**