What Is the NAIFA Learning Center?

The NAIFA Learning Center is a virtual, on-demand video-based platform offering hundreds of individual training sessions designed to instill *confidence* by building *competence* for all levels of associates, regardless of product line in the financial services industry. The NAIFA Learning Center primarily focuses on the industry's fundamentals, which because of the time restrictions most of us face, have become the missing link to reaching our fullest potential in recent years. In addition to our hundreds of engaging, high-impact videos, we offer Participant Guide and Worksheets, as well as more than 1,000 downloadable educational concept pages to enhance your learning experience.

Why Did We Create the NAIFA Learning Center?

The NAIFA Learning Center is designed to build confidence and be a go-anywhere resource to help improve not only the number of appointments each week but the ability to recognize and address cross-selling opportunities. It is also designed to increase productivity and client retention in numerous cost-saving and time-efficient ways. A lack of productivity normally stems from a lack of activity resulting from a lack of relationships.

The NAIFA Learning Center provides a step by step curriculum in the essential skills, knowledge, and habits that normally causes this lack of relationships; as a result, it builds confidence by providing understanding and competence. It is also an easy resource to come back to, when activity or effectiveness is off track, through our mobile applications, which can deliver the entire curriculum on any Apple, Android, or Blackberry device.

How Does the NAIFA Learning Center Fit with My Selling System or Product Mix?

The NAIFA Learning Center is designed to supplement your existing training programs, not replace them. Selling systems and fact-finding training is not part of the Learning Center. Instead, the platform is designed to enhance one's fact finding skills and be a supplement to selling systems such as eMoney, LEAP, Kinder's, Profiles, Sandler's, and any other sales and marketing program.

Who Is the NAIFA Learning Center Built For?

The NAIFA Learning Center is designed to help financial professionals at all levels of experience, regardless of their primary product line to expand their level of knowledge and understanding in finding, approaching, engaging, educating, and helping today's consumers. Our Center is designed to expand a practice's marketing outreach, by gaining insights into various markets and the opportunities which can be found in each.

Too often, we restrict our services to one primary product or product line, and not gain an understanding of all of an individual, family or business's needs. The NAIFA Learning Center will build confidence in order to expand product knowledge, resulting in more cross-selling opportunities and meeting all of a client needs.

If building a sales team, our platform will help deliver the foundational concepts and knowledge that many mentors do not have the time to train their staff, interns, and junior associates in. The NAIFA Learning Center can help facilitate the necessary education and training to help develop an essential understanding of clients and prospects, which builds deeper relationships and results in more opportunities.

"Remember Opportunities Are Always Found in the Relationship

the Better the Relationship, the Better the Opportunities"

What Makes the NAIFA Learning Center Different from Other Programs Available?

The NAIFA Learning Center is a foundational program to help financial professionals understand the concepts, terminology while recognizing new opportunities. We focus in on the basic knowledge, skills, and habits it takes to build a successful practice. As well as systems, processes, and techniques in order to help you achieve your true potential. Our dynamic platform is constantly being updated. On average, sessions are rewritten and refilmed on average of every 24-months, keeping it up-to-date with industry and financial updates. No one else does that. The sessions are engaging, high-impact, with the backgrounds, pictures, text, video in video changing on average of every 10 to 12 seconds.

Wholesalers and managers can teach about specific company products, and advance sales teams can provide product solutions. The NAIFA Learning Center is not meant to take over those roles. Nor is it meant to replace LUTC, CFP, CLU, ChFC, and CLTC education and knowledge. Instead, it is intended to provide an understanding of the financial services marketplace on which to build a relationship of understanding with clients and prospects, and the ability to recognize and comprehend the various opportunities which will present themselves. This is real world training, not academic training.

Our hundreds of video sessions average just over eight and a half minutes, and each session has a fill in the blank worksheet and Participant Guide. Additionally, there are hundreds of concept learning pages that help present a clear understanding of our content. All sessions can be viewed on any Apple, Android, or Blackberry mobile phone or tablet. Download our app today.

Since most financial professionals do not have the time to read and expand their practice and marketing knowledge, the NAIFA Learning Center provides a video-based curriculum and resource with 24/7 access that can provide you with a workaround to your business and personal life commitments with our bite-size pieces of wisdom. If you have time for a cup of coffee, you have time to learn a concept. Listen, watch, and learn while waiting to pick up your kids or on your spouse. Listen to the sessions while jogging or driving to an appointment.

How Is the NAIFA Learning Center Program Delivered?

The NAIFA Learning Center is a virtual anytime, anywhere, on-any-device video-based platform that allows 24/7 access 365 days a year. It is designed to fit your lifestyle. Your email address will be your user ID, and you set your own password. It can play on any computer, Smartphone, Tablet, or even your X-Box as long as it has access to the Internet.

Download our app today.

What Does the Content Cover?

The NAIFA Learning Center is divided into four separate and distinct disciplines, each with its own purpose and agenda, we recommend that you watch our curriculum overview video for more information.

Cornerstones of Financial Services—Focuses on understanding the systems, processes, and techniques needed to initially build and then grow a successful practice in today's financial services world. It will then clarify the habits and skills that you as a business owner must understand, develop, and put into action in order to find and build relationships. Cornerstones is how to build a practice in today's environment.

Foundations of Financial Services—Provides you with the conceptual understanding and foundational knowledge of the different products, services, programs, and systems that today's consumers own, want or need. These may commonly be provided by employers, banks, the federal government, investment firms or insurance companies. Foundations will build one's confidence in their knowledge and remove any fear of engaging and asking deeper questions. The bottom-line is that you will understand the client at a whole new level, as well as to recognize both opportunities and challenges, while establishing a relevant and meaningful relationship with both clients and prospects. One of the many benefits of this discipline is the ability to take one's fact-finding skills to a whole new level by making it more engaging and interactive.

Fundamentals of Financial Services—Provides the groundwork of understanding key marketplaces in the financial services industry: Estate Related Planning Strategies, Understanding the Business Owner's Needs, Opportunities and Challenges, as well as Retirement Planning Strategies. In addition, it offers a number of other courses on such topics as Understanding the Challenges of Widowhood, Planning for Special Needs Children, Understanding the Financial Impact of Divorce, College Planning and more.

Basics of Investing— is designed to help registered representatives understanding the world of investing. Its purpose to supplement the product training provided by wholesalers, by translating licensing coursework into a real-world ability to understand the concepts, terminology, and fundamentals of investment strategies, products, and programs. Then to be able to translate all that they have learned into layman's language in order to educate today's consumer in an easy to understand way. The sessions in this discipline have been once again written as if we are talking to a consumer, which will quickly enhance your ability to educate them and not just sell them, which is what today's consumer is seeking.

The NAIFA Learning Center will help you master the concepts and become the resource to refresh your memory on a regular, ongoing basis. You will make a difference in the lives of many individuals, families, and businesses throughout your local community. The essential point, is that it can help you turn your potential into reality.

How and When Should I Get Started?

NOW!