Why The American College?
The American College is focused on your success! Since 1927, we have helped more than 150,000 graduates accelerate their careers with high-impact financial services education. As the industry’s leading educational institution, we offer significant advantages:

- Authoritative and up-to-date study materials written by our full-time faculty of industry experts
- Outstanding student advisors to support your success
- Live agency and association sponsored classes
- Moderator-led online classes through Blackboard learning management system

The American College has partnered with the National Association of Insurance and Financial Advisors (NAIFA) to market and deliver sales training and education. An advisory board, the Financial Services Training Council (FSTC), consisting of leading industry representatives, provides advice and counsel to ensure that the LUTCF and FSS designation programs meet the needs of the insurance and financial services community and The College’s standards of academic excellence.

Why The FSS?
For working financial planning professionals:
• Sharpens your sales skills
• Enhances your technical product knowledge
• Increases your understanding of planning applications
• Improves your production

For new financial planning professionals and support staff:
• Develops more effective financial advising teams
• Encourages a consistent level of financial planning knowledge
• Helps get your career off to a fast and productive start
• Improves the quality of service from sales support professionals

The American College
The American College, with nearly 80 years' experience, is the nation's oldest and largest academically accredited educational institution devoted exclusively to financial services. Located on a scenic, 35-acre campus in Bryn Mawr, Pennsylvania, The College serves more than 32,000 students predominantly on a distance education basis.

Advance Your Career!

270 S. Bryn Mawr Avenue
Bryn Mawr, PA 19010-2396
888-AMERCOL
www.theamericancollege.edu
Your Career... Your Success

Sales Training
• “What to say, how to say it, and when to say it”
• Effective communications skills
• Target marketing
• Prospecting
• Sales presentations

Product and Services Knowledge
• Life insurance
• Annuities
• Disability income insurance
• Business insurance
• Employee benefits

Planning Fundamentals
• Financial planning
• Estate planning
• Investment planning
• Retirement planning
• Senior planning

FSS Curriculum
You must complete six courses to earn the FSS designation. Please visit www.theamericancollege.edu for more information, including course descriptions and availability.

Required Core Courses
FA 290 Ethics for the Financial Services Professional

Elective Courses (Select 3)
Sales Skills Techniques
FA 201 Techniques for Exploring Personal Markets
FA 202 Techniques for Meeting Client Needs
FA 203 Techniques for Building a Career in Financial Services (2007)

Product Essentials
FA 211 Essentials of Disability Income Insurance
FA 251 Essentials of Business Insurance
FA 252 Essentials of Employee Benefits
FA 255 Essentials of Long-Term Care Insurance
FA 256 Essentials of Annuities
FA 257 Essentials of Life Insurance Products

Planning Foundations
FA 261 Foundations of Retirement Planning
FA 271 Foundations of Estate Planning

www.theamericancollege.edu