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

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.

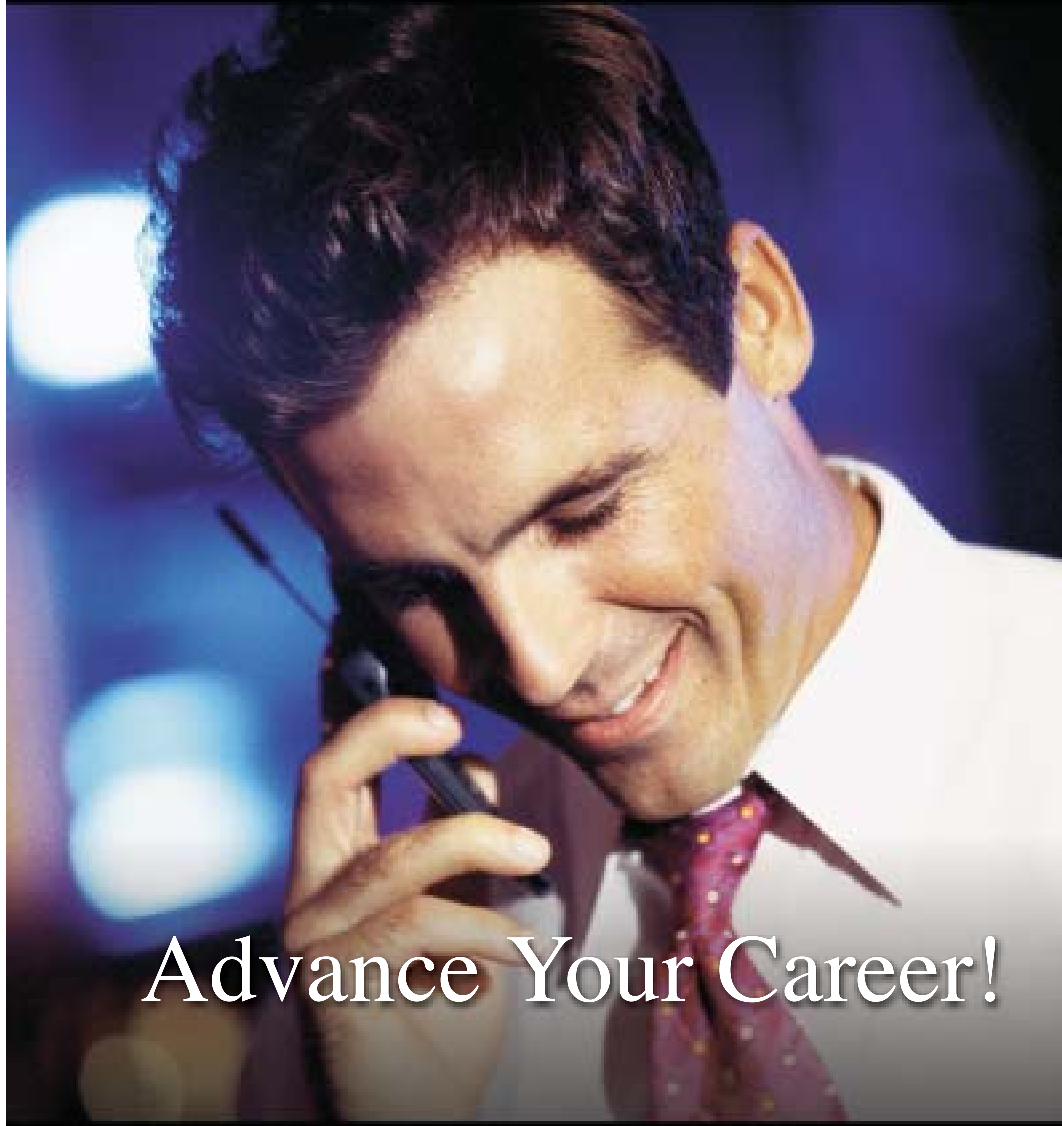
The American College

The American College, with nearly 80 year's 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.

THE AMERICAN COLLEGE
THE LEADER IN FINANCIAL SERVICES EDUCATION

270 S. BRYN MAWR AVENUE
BRYN MAWR, PA 19010-2196
888-AMERCOL
WWW.THEAMERICANCOLLEGE.EDU

FSS



THE AMERICAN COLLEGE

NAIFA

FSS

Financial Services Specialist (FSS)

Enhance Your Client's Financial Security... and Your Career!

Today's investors are faced with an ever-expanding selection of complex financial products and services. As a result, the market for knowledgable financial advice is growing rapidly. The FSS designation, developed specifically for financial service professionals and their support staff, provides you with the tools and skills you need to help clients prepare for financial security.

Live Weekly Classes

For many professionals, structured learning works best. FSS courses are delivered by qualified moderators who lead engaging, interactive classes. FSS students learn how to apply their knowledge through role-playing activities and hands-on sales planning projects. Classes may be facilitated in partnership with local chapters of The National Association of Insurance and Financial Advisors (NAIFA).

Attention LUTCFs!

If you currently hold the LUTCF designation, you can earn the FSS by completing just four additional courses: FA 262, FA 263, FA 290 and one elective course that you have not previously used as an elective in the LUTCF. If you have already completed an ethics course as part of your LUTCF curriculum, you do not need to take FA 290.

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

Interested?
Speak with your local NAIFA leadership or contact us at **volunteers@theamericancollege.edu** and we will be glad to provide you with more information on how to join a class.

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 262 Foundations of Financial Planning: An Overview (July 2005)
FA 263 Foundations of Financial Planning: The Process (October 2005)
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 222 Essentials of Multiline Insurance Products (2006)
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 264 Foundations of Investment Planning (2006)
FA 271 Foundations of Estate Planning
FA 281 Foundations of Senior Planning

www.theamericancollege.edu