



**Kingdom Quest Financial, Inc.**  
Sponsored

**Certified Christian Insurance Advisor  
Training Program (CCIA)**



### ***KQF sponsored CCIA Program Description***

One of the key needs of insurance advisors is the ability to differentiate themselves from the pack, e.g., from internet sites offering the lowest rates, or from others committed more to “selling” a product than serving a client. Kingdom Quest Financial, Inc. has the unique ability to provide a value added product portfolio that adds significant value to your services as advisor.

In addition, the Fellowship of Christian Insurance Advisors International (FCIAI), a non-profit organization solely committed to developing greater obedience to biblical stewardship principles in Christian led insurance practices, has partnered with KQF to provide certification training that will not only teach the insurance advisor how to successfully represent our products and services, but also teach them how to build a successful Kingdom practice, serving the best interest of the client as a sacred trust.

The result of the collaboration of these two organizations, Kingdom Quest, and FCIAI, is a package of training, tools, principles, products, and services that can provide the Certified Christian Insurance Advisor (CCIA) with the ability to make his practice stand out in today’s competitive marketplace.

### ***Who should apply for KQF sponsored CCIA training?***

Life insurance producers who:

- Want to be identified with Christ and are not afraid to share their faith and,
- Regularly attend a local Christian church and are well known and respected in their local Christian community and,
- Have two or more years experience selling life insurance with a proven history of success including good business retention,
- Have excellent written, verbal, presentation and listening communication skills and,
- Are self motivated and willing to invest time, energy, and minimal financial resources in building a long-term successful practice, and
- Have enough financial stability to patiently develop the KQF opportunities in their arena of influence, and
- Maintains the highest ethical, moral and spiritual standards.

## ***Terms of the KQF sponsored CCIA agreement:***

- The advisor agrees to:
  - Adhere to the FCIAI and KQF Guiding Principles.
  - Maintain all proper insurance licenses and adhere to the laws of the State(s) in which they conduct business.
  - Cover all personal travel costs associated with CCIA training.
  - Attend the Certified Christian Insurance Advisor Training Program.
    - 6:00 PM November 4<sup>th</sup> 2009 through 3:00 PM November 6<sup>th</sup> 2009 in Atlanta, GA.
  - Attend and participate in the annual CCIA/FCIAI Conference, Coaching Calls on the 1<sup>st</sup> and 3<sup>rd</sup> Tuesday of each month, and ongoing training programs as necessary to serve clients with excellence.
    - Work toward the achievement of both the KQF and FCIAI Missions and the realization of their Visions.
- The Fellowship of Christian Insurance Advisors International and KQF. agree to:
  - Select Advisors who have the greatest chance of success based on their call to the marketplace, potential Campaigner network and capability to serve clients with Unconditional Excellence.
  - KQF Offers Exclusive Compensation Enhancements
    - 10% higher schedule for Certified Christian Insurance Advisors
    - Weekly or Daily compensation options
    - Access to group insurance benefits with performance based premium offsets for the following:
      - Life insurance
      - Health insurance
      - Vision protection
      - Dental coverage
      - Errors & Omissions Insurance
  - Provide a complete Certification Program (CCIA) that will prepare the advisor to successfully operate his/her practice with Kingdom Purpose and in Kingdom class The program includes:
    - Positioning – Getting in front of potential clients in our target market.
    - The CCIA Campaigner program enhanced by the KQF Ambassador Program.
  - Provide marketing material kit for use by the CCIA Advisor.
  - Provide website access and locator for clients to find Certified Christian Insurance Advisors on the KQF and FCIAI websites. (Last quarter 2009)
  - Serve all Advisors and clients with excellence and according to the KQF service guidelines for timeliness and quality.
  - Communicate CCIA successes through the use of an Advisor Only blog on the FCIAI website.

## ***Marketing & Communication Plan***

The foundation of the Kingdom Quest sponsored CCIA program is a marketing process that relies on God to direct to you, prospects whose hearts He has prepared. As the Certified Christian Insurance Advisor, your responsibility is to implement the Marketing and Communication Plan with excellence, utilizing KQF tools and processes. KQF/FCIAI provides you with a proven process that works well when properly implemented.

One of the major hurdles to overcome when operating an insurance practice is credibility. Clients want to make sure they are partnering with a credible and proven advisor that has helped many others like themselves meet their needs. By positioning the Certified Christian Insurance Advisor as a part of a proven successful company like Kingdom Quest with a steady and growing client list, the “credibility curve” is shortened significantly. While advisors may be new to Kingdom Quest Financial, Inc., the companies they represent are not new.

Some of the tools available to establish credibility are listed below. During certification training, the advisor learns how to best utilize each tool as part of his/her personal CCIA Launch Plan.

- Promotion and Marketing Position Kit
  - KQF Affinity Marketing Kit
  - Sample contact letters
  - Testimonials and References
- Client referral packet

## ***Fee Structure***

The fee for the Certified Christian Insurance Advisor training program is paid by Kingdom Quest Financial, Inc.

The cost for 2 nights lodging and meals is \$200 paid in advance.

The lodging/meal expenses can be made with one check payable to Kingdom Quest mailed to:

Kingdom Quest Financial, Inc.  
8555 Main St.  
Buffalo, NY 14221