



KNIGHT SCHOOL

CHOOSE YOUR ADVENTURE



Knight School Overview

Knight School is Ritter Insurance Marketing's interactive educational platform. Comprised of self-guided modules, Knight School is an efficient training resource for agents looking to further their knowledge of the insurance industry, wherever they may be in their career.



TRAINING MODULES & DOWNLOADABLE RESOURCES

Developed by Ritter's expert sales training staff.



AVAILABLE ON-DEMAND & SELF-GUIDED

Learn at your own pace, at your convenience.



THROUGH ALL STAGES OF YOUR CAREER

From getting licensed to shaping an exit strategy.



Find Your Path to Success

Pick from five paths to understand every piece of what it takes to succeed in the insurance industry.



PATH 1

Interested in Selling Insurance



PATH 2

Laying a Solid Foundation



PATH 3

Learning to Sell



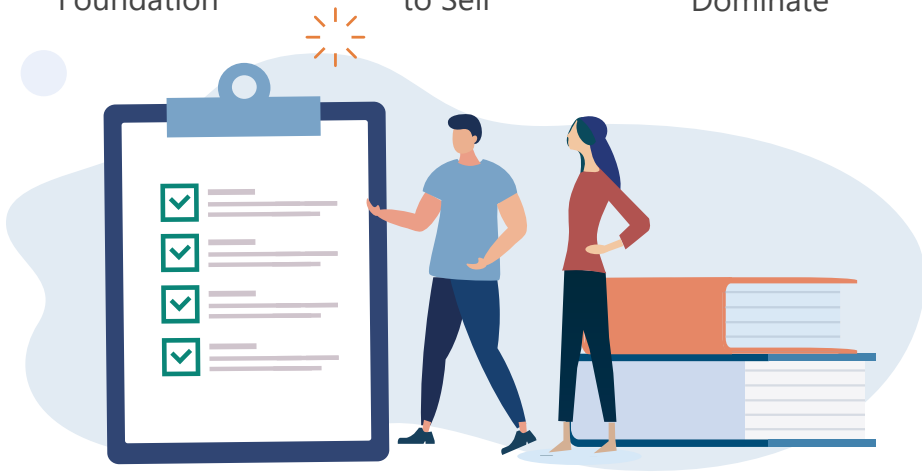
PATH 4

Expand & Dominate



PATH 5

Exit Strategies & Retirement





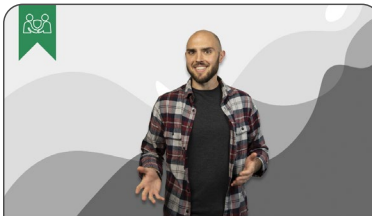
Path 1

Interested in Selling Insurance

Discover your first steps as an insurance agent and what to expect in the industry.

Available Modules:


- Interested in Selling Insurance
- Understanding FMOs
- Getting Licensed



Interested in Selling Insurance

Thinking about joining the insurance industry? Learn the first steps you'll take toward becoming a licensed insurance agent. Lessons cover market opportunities, how an FMO works, and getting your insurance license.

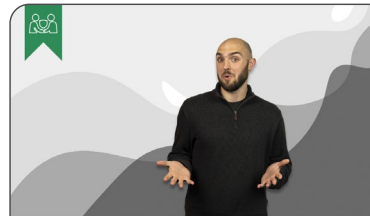
Instructor: Derrick Pershing
Duration: 5:02



Understanding FMOs

Now that you are on the journey to becoming an independent insurance agent, we will discuss what an FMO is, why you should work with one, and what factors to consider in choosing one.

Instructor: Derrick Pershing
Duration: 15:46



Getting Licensed

Ready to officially start your journey into insurance sales? In this module we outline the requirements for becoming a licensed, independent insurance agent.

Instructor: Derrick Pershing
Duration: 10:20

Path and Module Availability Is Subject to Change



Path 2

Laying a Solid Foundation

Get ready-to-sell, prospect for new clients, and create a solid business plan.

Available Modules:

- Basic Concepts of Medicare
- Understanding Original Medicare
- Understanding Medicare Part D — Prescription Drug Plans
- Understanding Medicare Supplements
- Understanding Medicare Advantage
- Prospecting for New Clients
- Getting Ready to Sell
- Building a Business Plan
- ACA Basics

Basic Concepts of Medicare

To sell Medicare insurance, you need to know all about it. In this module, we'll explain the different parts of Medicare, coverage options, and an agent's role in presenting Medicare choices.

Instructor: Rose Ryan
Duration: 17:16

Understanding Original Medicare

Ready to build on the basic concepts of Medicare? Great! In this module, we'll dig deeper into Original Medicare, including coverage nuances and enrollment.

Instructor: Zach Rutherford
Duration: 21:36

Understanding Medicare Part D - Prescriptions Drug Plans

Medicare Part D is prescription drug coverage. We also refer to this coverage as a prescription drug plan, or PDP for short.

Instructor: John Constantine
Duration: 18:32

Path and Module Availability Is Subject to Change



Path 3

Learning to Sell

Prepare to sell insurance products to every client in your portfolio.

Modules:

- Sales Appointment Basics
- Assessing Needs to Recommend a Plan
- Steps to Selling PDP, Medigap, and Medicare Advantage
- Dealing with Objections
- Following Up with a Sale



Path and Module Availability Is Subject to Change



Path 4

Expand & Dominate

Build a strong, diverse portfolio to meet the needs of every client in your book of business.

Available Modules:

- The Perfect Portfolio
- Staying Connected to Current Clients
- Cross-Sell to Fill Coverage Gaps or Unmet Needs

The Perfect Portfolio

Learn how to build a strong and diverse insurance portfolio. In this module, we'll cover the importance of coverage options, from a variety of Medicare insurance products to ancillary options for cross-selling opportunities.

Instructor: Jarred Wagner
Duration: 20:44

Staying Connected to Current Clients

You've successfully made a sale and turned a prospect into your client. Great, but what happens now? Learn how to stay connected with clients through different types of communications after the sale.

Instructor: Jazmine McCarthur
Duration: 19:14

Cross-Sell to Fill Coverage Gaps or Unmet Needs

Increase your bottom line by expanding the products you sell! This module identifies the ancillary insurance products that pair well with Medicare coverage, detailing ideal clients, selling strategies, and corresponding Ritter tools.

Instructor: Megan Morrow
Duration: 39:18

Are You Ready to Start Your Own Insurance Agency?

Discover how you can transform from a successful insurance agent into a thriving insurance agency. We'll walk you through the steps to take to get there!

Instructor: Stephanie Dotzler
Duration: 21:55

Path and Module Availability Is Subject to Change



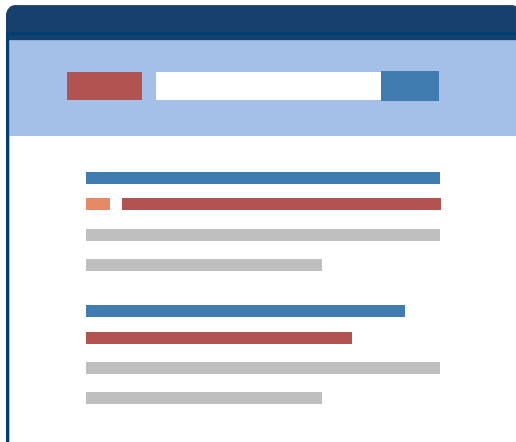
Path 5

Exit Strategies & Retirement

Ready to retire? Know your next steps as an agent to leave your book of business responsibly.

Modules:

- Laying the Groundwork for a Smooth Transition
- Create an Agency
- Setting Up Other Contingencies



Path and Module Availability Is Subject to Change



Start Your Quest for Knowledge Today!

Knight School is a free Ritter resource. Modules are always available on RitterIM.com for training on the go, in the office, or at home. With downloadable resources, you can apply your knowledge to the industry to get ahead of the competition.

How to Get Started:

1. Visit RitterIM.com/Knight-School
2. Review the available paths and lessons.
3. Select one and begin your new insurance journey today!

Not yet a Ritter agent? Join for free today at RitterIM.com/school for access to all of our exclusive agent tools.