



Welcome to SYMETRA UNIVERSITY

Symetra University — a unique approach to sales training. We focus on integrating the products and processes you need to reach a higher productivity level.

■ UNIVERSITY CURRICULUM

- Online quote, apply and bind tools and processes.
- Life insurance, positioning and product benefits.
- Annuities, positioning and product benefits.
- Retirement planning models.
- Marketing and sales tools.

■ COURSE MATERIAL

- Symetra Financial resource guide.
- Pitch books.
- Product fact sheets.
- Product sales “story” guides.
- Continuing education credit.
- Sales contest supported by library of sales ideas.

■ COURSE CALENDAR

Workshops, seminars and correspondence to give you an edge.
(see reverse)

Symetra Financial is dedicated to creating tools that position you as a product and sales expert. True to our Shared OpportunitySM philosophy, we succeed only when you succeed.