

Recruit!

For Agency Executives, Managers, and Recruiters



December 2007

LIMRA and LOMA Unite To Better Serve Clients

LIMRA International is uniting with LOMA, bringing together two global firms — and their world-renowned assessment and development programs — into one organization.

"This is very exciting for both organizations!" noted Kathy Reid, Director, LIMRA's Assessment Solutions Group.

"Combining the assessment and development expertise of LIMRA and LOMA creates a win-win situation for our organizations and for the financial services industry. By pooling our industry knowledge and complementary offerings, our members can turn to a single source for help hiring the best sales, service, home office, and entry level personnel."

Barbara Kruse, 2nd Vice President, LOMA's HR Solutions department, concurred. "Now clients can readily access the resources of two excellent, well-established providers. The breadth of our combined portfolio will help us better meet client assessment and development needs for a broad range of positions and business objectives."

LIMRA and LOMA will unite under the umbrella of a new organization called LL Global, Inc., on January 1, 2008. The LIMRA and LOMA brand names will remain intact, and the company will maintain primary offices in Windsor, Connecticut, and Atlanta, Georgia.

The Power of Two

As partners in field manager, producer, customer service, and operations assessment and development, LIMRA and LOMA can help you

- Improve your entire organization's recruiting and selection process — and results
- Boost sales and productivity
- Reduce turnover
- Help producers quickly build their business
- Improve customer service and increase client loyalty

Our pre-employment testing professionals can help you decide which tests will most benefit your company. We will also train you on how to use the system and get the most from candidate reports.

The test development programs of both companies adhere to the professional standards and legal guidelines established by the American Psychological Association and the Equal Employment Opportunity Commission (EEOC). We conduct ongoing validation research to support and improve our results to help you get the best return on your selection investment.

A History of Service

LIMRA and LOMA have a long history of dedicated service, and that includes our assessment units. Our comprehensive training and support programs can help you optimize use of our assessments to build more effective sales and service professionals. Specialized training for executives, managers, administrators, and other assessment users is available in many forms, including face-to-face sessions, Webinars, email, and phone.

For more information about our expanded product offerings, please contact your assessment manager, or contact LIMRA at 888-785-4672/assessment@limra.com or LOMA at 770-984-6450/empselect@loma.org.

You're In Good Company

In case you didn't realize just how many job candidates LIMRA helps its clients evaluate each year, we scored more than 1,000,000 tests in 2007. We achieved this milestone thanks to the continued support of longtime clients and the addition of several new clients, especially in Asia and Latin America.

Our assessment and development tools can help you meet your business objectives in many ways, such as growing sales, reducing turnover, improving the profitability of client relationships, and improving licensing exam pass rates. To learn more, please visit us [online](#) or contact us at 888-785-4672 or assessment@limra.com.

Set Your Training Calendar!

LIMRA's training and development professionals can help your reps grow their sales in 2008. *Customer Service and the Bottom Line* and *Gaining Competitive Advantage with Baby Boomers and Retirees* will help your reps improve customer relationships, increase influence on customers' buying decisions, and boost customer referrals.

In addition, we offer specialized "generations" training to help your marketing and Web teams develop print and electronic materials that connect with your target audiences.

To learn more about these programs, please contact Wendy Weston at 860-285-7727 or wweston@limra.com.



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