



# TRAINING & EDUCATIONAL RESOURCES

GROW WITH US

# Overview

At Ritter Insurance Marketing, we're in the business of equipping agents with thorough, first-rate training opportunities and educational resources. Whether you're in the office, at home, or on the go, we have a learning medium for you!



## Read

Explore Ritter's written materials, including both quick-read blog posts and in-depth guides.



## Watch

Hit play on Ritter's video content, like Knight School, New Agent Orientation, and our On-Demand Training Library



## Listen

Subscribe to our podcast and stay up to date on blog posts, industry news, and agent apps.



## Collaborate

Learn from and with others, in person or online.



## Grow

When your knowledge base expands, so does your business.

*Please see the appendix for a full list of resources and their locations.*



## Read

Access your digital bookshelf.

Ritter has articles, eBooks, and guides for any time of day and any career stage.

### **Ritter Blog**

Survive today, thrive tomorrow with our regularly updated blog.

The blog is a great place to:

- Learn industry building blocks, new products, and new plans
- Stay up to date on industry news and compliance rules
- Refresh your selling, marketing, and portfolio strategies

### **Ritter Docs**

Not sure how to use Integrity's PlanEnroll feature? Questions about how to submit business with a carrier? Let the resources on Ritter Docs guide you.

Get help with:

- Navigating Integrity tools
- Researching carrier and certification info
- Compliance resources, including codes of conduct

## eBooks & Guides

Delve deeper with our free eBooks and eGuides, which cover a wide range of topics and products.

Our growing library includes:

- A Comprehensive Guide to Medicare Supplement Underwriting
- Agent Survival Kits: Beginners or Experts
- A Quick Guide to Cross-Selling Ancillary Insurance with Medicare Products
- Developing an Agency — Your Guide to Getting Started
- How Insurance FMOs Work
- How to Host a Successful Medicare Educational Event
- How to Host a Successful Medicare Sales Event
- Modern Medicare Marketing for Today's Agents
- Social Media Marketing for Insurance Agents
- The Complete Guide on How to Sell Final Expense Insurance
- The Complete Guide on How to Sell Medicare Advantage Plans
- The Complete Guide on How to Sell Medicare Supplements
- The Complete Guide on How to Sell Prescription Drug Plans
- The Complete Guide to Client Loyalty and Retention
- The Complete Guide to Selling Affordable Care Act Insurance Plans
- The Definitive Guide to Getting Leads and Prospecting for Medicare Sales
- The Guide to Making Money Selling Health Insurance
- Thrive Tomorrow Kits: AEP or Lock-In
- Your Step-By-Step Guide to Getting Started in Insurance Sales
- The Insurance Agent's Guide to Generating Referrals
- The Insurance Agent's Guide to Establishing Successful Affinity Partnerships





# Watch

Get your popcorn ready.

Pre-recorded or live, Ritter's got audiovisual trainings to fit your needs, including on-demand training videos, live webinars, and more.

## **Knight School**

Learn how to storm the insurance industry castle in Knight School. Here's what you will find on your self-guided quest:

- Product fundamentals
- Sales strategies that will grow your business
- Downloadable resources
- Five pathways for different stages of career development
  - 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

## Trainings on Agent Tools

We take great pride in not only offering quality tools and technology but also training you to use them!

Our short and simple training videos equip you to utilize all the features of:



### **The Ritter Platform**

Learn about dashboard navigation, client management, online contracting, and more!



### **PlanEnroll**

Through our partnership with Integrity, you have access to more sales tools. Complete online enrollments with PlanEnroll for the 2025 plan year!

## Webinars

Looking for real-time engagement? Learn live with product and industry experts and get all your questions answered.

Ritter offers many different opportunities, including:

### **New Agent Orientation**

Learn agent basics and see demonstrations of Ritter's tools — hosted monthly by our Sales Learning and Resource Development team.

### **PlanEnroll Webinars**

Master Integrity's PlanEnroll in these trainings on the Network Agent Lead Program, how to use your Personal Agent Website, and how to Gain Access to Exclusive T65 Medicare Leads

### **& More**

Hear carrier updates straight from carrier reps, learn new products from our sales staff, attend seasonal webinars covering First Looks and AEP prep, and more!





# Listen

Learn on the go.

You can even learn while driving to appointments! Keep up to date with an industry that's anything but static with our Agent Survival Guide (ASG) Podcast.

You can expect:

- Audio for Ritter blog articles
- Interviews with industry leaders and experts
- News and industry updates with The Friday Five episodes
- Reviews of useful apps with Agent App episodes

Listen on any of the major platforms, including Apple Podcasts, Podbean, Spotify, and Google Podcasts!



# Collaborate

Learn and grow together.

Besides reading, watching, and listening, you can collaborate and learn with others, too.

Connect by:

- Joining Ritter's Round Table Facebook group to ask and answer questions and share experiences!
- Attending our annual Summits to receive CE credit and prepare for the upcoming AEP
- Registering with Ritter as an agent to receive invitations to exclusive events throughout the year

In addition to connecting with other agents, you can team up with our staff. We're dedicated to your growth!



# Grow!

From bud to blossom.

Now that you're well-versed in Ritter's training and educational resources, engage and grow. We look forward to watching your knowledge, portfolio, sales, confidence, and ambition flourish!

Register for free with us to engage. Tap into these resources to grow.

[Register at RitterIM.com/grow-with-us](https://RitterIM.com/grow-with-us)





# List of Resources

## Read

Blog.....	<a href="https://RitterIM.com/blog">RitterIM.com/blog</a>
eBooks & Guides.....	<a href="https://RitterIM.com/guides">RitterIM.com/guides</a>
Ritter Docs .....	<a href="https://Docs.RitterIM.com">Docs.RitterIM.com</a>

## Watch

Ritter Events & Webinars .....	<a href="https://RitterIM.com/events">RitterIM.com/events</a>
Carrier Events & Webinars.....	<a href="https://App.RitterIM.com/events">App.RitterIM.com/events</a>
Knight School.....	<a href="https://RitterIM.com/knight-school">RitterIM.com/knight-school</a>
Platform Training Videos .....	<a href="https://Docs.Ritterim.com/#agent-videos">Docs.Ritterim.com/#agent-videos</a>
Ritter's YouTube Channel.....	<a href="https://YouTube.com/user/ritterInsurance">YouTube.com/user/ritterInsurance</a>
Medicare Video Training Library .....	<a href="https://Docs.ritterim.com/video-training-library/medicare">Docs.ritterim.com/video-training-library/medicare</a>
Under 65 Video Training Library .....	<a href="https://Docs.ritterim.com/video-training-library/under-65">Docs.ritterim.com/video-training-library/under-65</a>
Integrity's PlanEnroll.....	<a href="https://gotostage.com">gotostage.com</a>

## Listen

ASG Podcast.....	<a href="https://RitterIM.com/podcast">RitterIM.com/podcast</a>
------------------	---

## Collaborate

Facebook group, Ritter's Round Table .....	<a href="https://Facebook.com/groups/rittersroundtable">Facebook.com/groups/rittersroundtable</a>
Summits .....	<a href="https://Summits.RitterIM.com">Summits.RitterIM.com</a>
Sales Staff.....	<a href="https://RitterIM.com/meet-your-sales-team">RitterIM.com/meet-your-sales-team</a>

# Grow

Register at [RitterIM.com/grow-with-us](https://RitterIM.com/grow-with-us) to access all of these resources for free!





