

Marketing Development Training



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Phase I

SEVEN WEEKS

Phase I is only the beginning of your on-going training. We are committed to helping you "learn a living." As a Marketing Development Trainee you will be exposed to the Federated Insurance products, corporate history, mission statement, and Business Plan. You will also gain an understanding of Federated's prime markets. Gaining product knowledge will be your primary focus in Phase I. Week seven consists of, field trips, riding with successful marketers, applying your product knowledge.

Phase II

ELEVEN WEEKS

Phase II includes further training in product knowledge, proper Right Report[®] completion, sales skills, and auditing competitors' policies. You will also be introduced to Federated's life, disability, and estate planning products, and gain a better understanding of the underwriting, field services, and claims functions.

Phase III

FOURTEEN WEEKS

Phase III is designed to give you working knowledge of the sale of our products. You will be exposed to field work to gain a better understanding of the marketing representative job. While in the field, you will be expected to focus on serving clients, sharpening your communication skills, and managing time effectively. In short, you will start to develop the habits that will help you succeed in implementing the Business Plan.

Marketing Representative

Once you enter the field as a full-time marketing representative, you will follow a two-year installation program under the guidance of your district marketing manager.

"Our goal is to position you for success as a marketing representative through a variety of learning experiences, such as classroom discussion, role-play exercises, computer-based training, sales competitions, and face-to-face interaction with our clients.

Once in the field, your district marketing manager will provide leadership and guidance as you bring value to clients."

Joe Crass
Vice President – Director of Learning Center

WHERE YOUR CAREER BEGINS

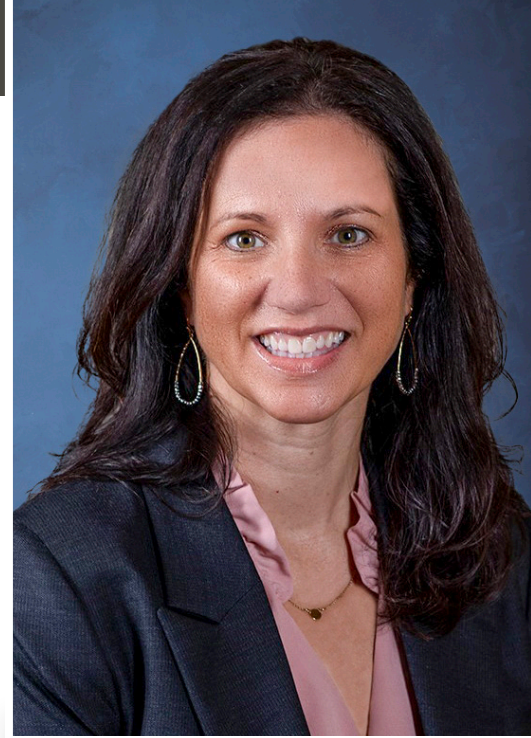
Our marketing training programs take place at the Federated Insurance Companies' home office in Owatonna, Minnesota. There, you'll be guided by specialized trainers who offer the very best new employee and career-long learning experiences in the insurance industry. This knowledgeable group is housed in The Learning Center.

The Learning Center

This onsite educational facility offers:

- Installation and development programs
- General business skills and insurance education coursework
- Online training sessions
- A comfortable work environment steps from our café, museum, and onsite state-of-the-art fitness center.

The Learning Center is where you'll spend your days, but you'll call Owatonna home during your training period.



"Federated marketing representatives are intelligent, hard-working professionals, driven toward success in all that they do. They approach every day with a sense of purpose to have a positive impact on their clients and the communities they serve."

Becky Rauen
Executive Vice President –
Director of Marketing



Owatonna, Minnesota

Owatonna is a growing community of 26,000 known for combining the benefits of a large city with the friendliness of a small town.



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