

# Marketing Representative Training



# Marketing Representative Training



## Installation Program: Levels I, II, III, IV (your first two years)

From the day you start in the field, you will be under the guidance of your district manager. Our installation program runs for two full years, and is designed to help you succeed in your career with Federated Insurance.

Level I	Level II	
<p data-bbox="228 539 464 569"><b>Basic Seminar</b></p> <p data-bbox="212 618 443 678">FIRST TWO WEEKS OF EMPLOYMENT</p> <p data-bbox="120 694 521 904">During the Basic Seminar you will be exposed to Federated's mission statement, Business Plan, insurance products, and automation. In addition, you will meet many members of your support team.</p>	<p data-bbox="634 522 1000 586"><b>Property &amp; Casualty Intermediate Seminar</b></p> <p data-bbox="732 618 902 647">3-4 MONTHS</p> <p data-bbox="615 663 987 873">The Property &amp; Casualty Intermediate Seminar provides further training in product knowledge, pricing, and programming for our prime-class types of business.</p>	<p data-bbox="1097 505 1495 604"><b>Life &amp; Disability Income and Estate Planning Intermediate Seminar</b></p> <p data-bbox="1211 618 1382 647">6-7 MONTHS</p> <p data-bbox="1094 663 1482 933">The Life, Disability Income, and Estate Planning Intermediate Seminar will focus on fact finding through our Financial Protection Review. We will also discuss the services we offer in the areas of business succession and estate planning.</p>
<p data-bbox="496 1025 651 1055"><b>Level III</b></p> <p data-bbox="386 1098 761 1163"><b>Marketing Professional Development Seminar</b></p> <p data-bbox="378 1199 773 1229">AFTER 10 MONTHS IN THE FIELD</p> <p data-bbox="352 1244 773 1602">The Marketing Professional Development Seminar is facilitated by two regional marketing managers. Emphasis is placed on selling skills and the effective implementation of the Federated Business Plan. The remaining time is spent on programming, completing competitive audits, and how to introduce risk management strategies to your clients.</p>	<p data-bbox="984 1025 1130 1055"><b>Level IV</b></p> <p data-bbox="906 1121 1211 1150"><b>Advanced Seminar</b></p> <p data-bbox="865 1199 1260 1229">AFTER 16 MONTHS IN THE FIELD</p> <p data-bbox="846 1244 1273 1515">The Advanced Seminar is designed to cover all subjects related to the experiences and knowledge you gained in your first sixteen months in the field. An invitation to the Advanced Seminar is earned by marketing representatives who meet specific performance objectives.</p>	



# 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.



Federated Mutual Insurance Company and its subsidiaries\* | [federatedinsurance.com](https://federatedinsurance.com)

RC-4 Ed. 1/25 \*Not licensed in all states. © 2025 Federated Mutual Insurance Company