

Voluntary Benefits CE outline – 1 Hour

- I. Voluntary Benefit defined – 7 min
- II. Dynamics driving the market – 13 min
- III. Solutions vs Sales based product sales – 9 min
- IV. Product categories and uses – 12 min
- V. Pitfalls to watch for – 8 min
- VI. Choosing Voluntary Benefits Partners/Vendors – 7 min
- VII. Technology – 4 min

Presenter Biography

Brian Kauffman graduated from Geneva College in 1987 and entered the voluntary benefits market. He spent 21 years with an industry leader in the roles of selling, training, and sales management. In 2006, he founded a voluntary benefits and benefit administration company with his father, brother, and sister. Today they have 100+ agents spread over 15 states that work with brokers, employer groups, associations, and unions providing them with voluntary and ancillary solutions.