



# KNIGHT SCHOOL

CHOOSE YOUR **ADVENTURE**

For agent use only. Not for public distribution.



# Knight School Overview

Knight School is Ritter Insurance Marketing's interactive educational platform. Comprised of self-guided modules, Knight School is an efficient training resource for agents looking to further their knowledge of the insurance industry, wherever they may be in their career.



## TRAINING MODULES & DOWNLOADABLE RESOURCES

Developed by Ritter's  
expert sales training staff.



## AVAILABLE ON-DEMAND & SELF-GUIDED

Learn at your own pace, at  
your convenience.



## THROUGH ALL STAGES OF YOUR CAREER

From getting licensed to  
shaping an exit strategy.





# Find Your Path to Success

Pick from five paths to understand every piece of what it takes to succeed in the insurance industry.



## **PATH 1**

Interested in  
Selling Insurance



## **PATH 2**

Laying a Solid  
Foundation



## **PATH 3**

Learning  
to Sell



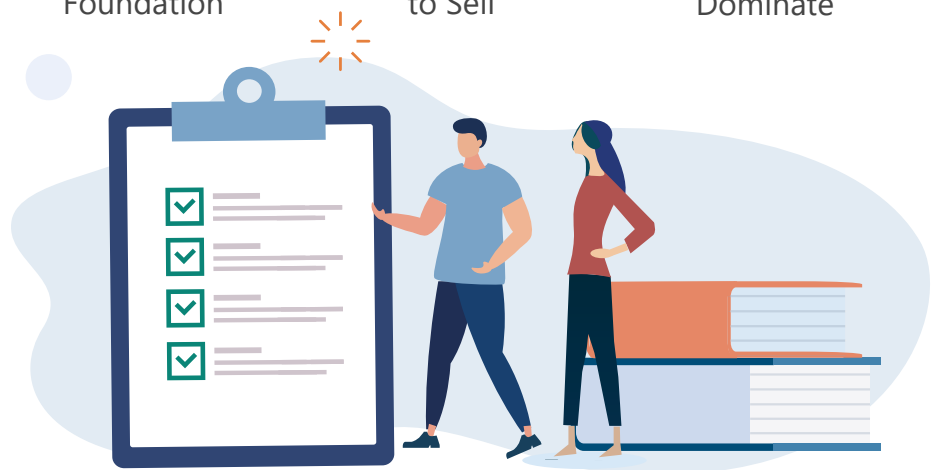
## **PATH 4**

Expand &  
Dominate



## **PATH 5**

Exit Strategies  
& Retirement






# Path 1

## Interested in Selling Insurance

Discover your first steps as an insurance agent and what to expect in the industry.

### Available Modules:


- Interested in Selling Insurance
- Understanding FMOs
- Getting Licensed



**Interested in Selling Insurance**

Thinking about joining the insurance industry? Learn the first steps you'll take toward becoming a licensed insurance agent. Lessons cover market opportunities, how an FMO works, and getting your insurance license.

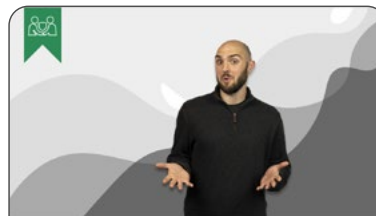
**Instructor:** Derrick Pershing  
**Duration:** 5:02



**Understanding FMOs**

Now that you are on the journey to becoming an independent insurance agent, we will discuss what an FMO is, why you should work with one, and what factors to consider in choosing one.

**Instructor:** Derrick Pershing  
**Duration:** 15:46



**Getting Licensed**

Ready to officially start your journey into insurance sales? In this module we outline the requirements for becoming a licensed, independent insurance agent.

**Instructor:** Derrick Pershing  
**Duration:** 10:20

*Path and Module Availability Is Subject to Change*



## Path 2

### Laying a Solid Foundation

Get ready-to-sell, prospect for new clients, and create a solid business plan.

#### Available Modules:

- Basic Concepts of Medicare
- Understanding Original Medicare
- Understanding Medicare Part D — Prescription Drug Plans
- Understanding Medicare Supplements
- Understanding Medicare Advantage
- Prospecting for New Clients
- Getting Ready to Sell
- Building a Business Plan
- ACA Basics
- Understanding Special Needs Plans



#### Basic Concepts of Medicare

To sell Medicare insurance, you need to know all about it. In this module, we'll explain the different parts of Medicare, coverage options, and an agent's role in presenting Medicare choices.

**Instructor:** Rose Ryan

**Duration:** 17:16

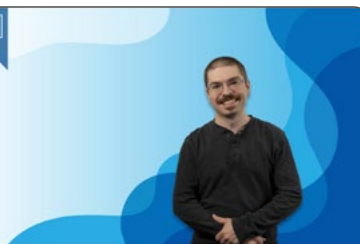


#### Understanding Original Medicare

Ready to build on the basic concepts of Medicare? Great! In this module, we'll dig deeper into Original Medicare, including coverage nuances and enrollment.

**Instructor:** Zach Rutherford

**Duration:** 21:36



#### Understanding Medicare Part D – Prescriptions Drug Plans

Medicare Part D is prescription drug coverage. We also refer to this coverage as a prescription drug plan, or PDP for short.

**Instructor:** John Constantine

**Duration:** 18:32

*Path and Module Availability Is Subject to Change*





## Path 3

### Learning to Sell

Prepare to sell insurance products to every client in your portfolio.

#### Available Modules:

- Sales Appointment Basics
- Assessing Needs to Recommend a Plan
- Steps to Selling Medicare Advantage



#### Sales Appointment Basics

Walk through the flow of a Medicare sales appointment, from permission to contact and Scope of Appointment to outlining product options and taking the application.

 **Instructor:** Jazmine Johnson

 **Duration:** 21:06

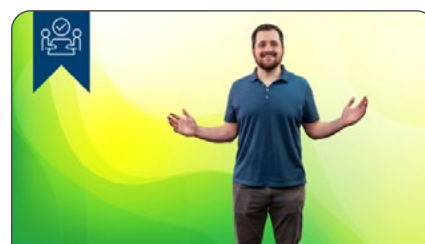


#### Assessing Needs to Recommend a Plan

Plan recommendations start with a simple question. What does your client need? Learn how to discover and evaluate those needs in order to make fitting plan recommendations.

 **Instructor:** Boden Clouse

 **Duration:** 19:26



#### Steps to Selling Medicare Advantage

Learn how to present and enroll your client in a Medicare Advantage plan.

 **Instructor:** Jake Fyrster

 **Duration:** 15:55

*Path and Module Availability Is Subject to Change*



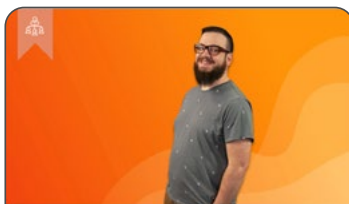
## Path 4

### Expand & Dominate

Build a strong, diverse portfolio to meet the needs of every client in your book of business.

#### Available Modules:


- The Perfect Portfolio
- Staying Connected to Current Clients
- Cross-Sell to Fill Coverage Gaps or Unmet Needs
- Are You Ready to Start Your Own Insurance Agency?



**The Perfect Portfolio**

Learn how to build a strong and diverse insurance portfolio. In this module, we'll cover the importance of coverage options, from a variety of Medicare insurance products to ancillary options for cross-selling opportunities.

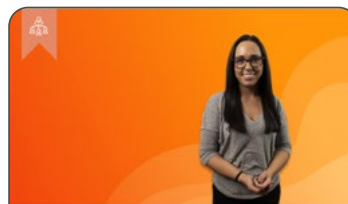
**Instructor:** Jarred Wagner  
**Duration:** 20:44



**Staying Connected to Current Clients**

You've successfully made a sale and turned a prospect into your client. Great, but what happens now? Learn how to stay connected with clients through different types of communications after the sale.

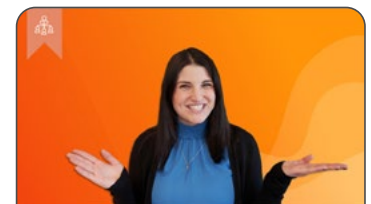
**Instructor:** Jazmine McCarthur  
**Duration:** 19:14



**Cross-Sell to Fill Coverage Gaps or Unmet Needs**

Increase your bottom line by expanding the products you sell! This module identifies the ancillary insurance products that pair well with Medicare coverage, detailing ideal clients, selling strategies, and corresponding Ritter tools.

**Instructor:** Megan Morrow  
**Duration:** 39:18



**Are You Ready to Start Your Own Insurance Agency?**

Discover how you can transform from a successful insurance agent into a thriving insurance agency. We'll walk you through the steps to take to get there!

**Instructor:** Stephanie Dotzler  
**Duration:** 21:55

*Path and Module Availability Is Subject to Change*





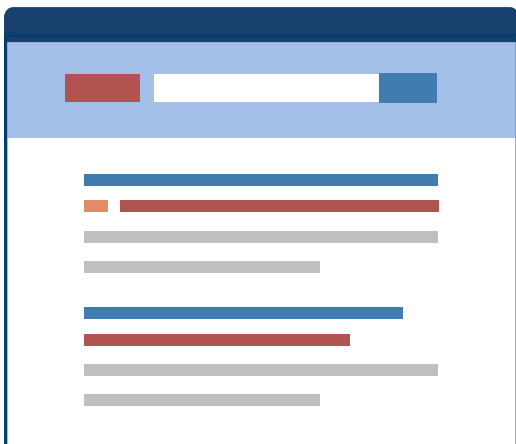
## Path 5

### Exit Strategies & Retirement

Ready to retire? Know your next steps as an agent to leave your book of business responsibly.

#### Modules:

- Laying the Groundwork for a Smooth Transition
- Create an Agency
- Setting Up Other Contingencies



*Path and Module Availability Is Subject to Change*





# Start Your Quest for Knowledge Today!

Knight School is a free Ritter resource. Modules are always available on [RitterIM.com](https://RitterIM.com) for training on the go, in the office, or at home. With downloadable resources, you can apply your knowledge to the industry to get ahead of the competition.

## How to Get Started:

1. Visit [RitterIM.com/Knight-School](https://RitterIM.com/Knight-School)
2. Review the available paths and lessons.
3. Select one and begin your new insurance journey today!

**Not yet a Ritter agent?** Join for free today at [RitterIM.com/school](https://RitterIM.com/school) for access to all of our exclusive agent tools.

## This image shows a full page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for handwriting practice or general writing. There are no margins, text, or other markings on the page.



## This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

[illegible]