

For Immediate Release

**Introducing the Two-Week, Two-Track
Producer School in Dallas**

AUSTIN, TX (May 19, 2009) – THE NATIONAL ALLIANCE SCHOOL FOR PRODUCER DEVELOPMENT is premiering a new concept in producer training: A two-week, dual-track Producer School in Dallas, Texas, October 11-23, 2009. The total immersion format was developed to accommodate the ever-changing marketplace and current needs and financial constraints of today's agents.

At the Dallas school, producers and account executives will have the option of attending either the new "Main Street" track – learning to sell and write multiple lines, including "main street" commercial, employee group benefits, and personal lines – or a revised version of the three-week Commercial Lines track that The National Alliance has successfully conducted for 28 previous schools. Participants of both tracks will come together for select sales training sessions.

"Both tracks of the Producer School will be taught by the top insurance sales trainers in the country," said William T. Hold, Ph.D., CIC, CPCU, CLU, President of The National Alliance. "These active, practicing agents have coached thousands of new and experienced producers. Graduates will return to their agencies with the sales training, product knowledge, and confidence to sell all lines in any market, becoming productive members of their agency's sales teams in record time."

The Dallas Producer School will be held at the *American Airlines Conference & Training Center*. The registration fee of \$2,500 includes materials, instruction, two online courses, 1 ½ days of training for sales managers, and 12 follow-up webcasts. For additional information go to www.TheNationalAlliance.com or call 800-633-2165.

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