



Assurant Global Automotive Continues to Enhance Virtual Training Offering with Addition of American Financial & Automotive Services Sales Course

New “Salesperson Training” modules available in Assurant Virtual Learning Platform, furthering multi-channel training offerings to dealers

NEW YORK, Nov. 4, 2020 - Assurant, Inc. (NYSE: AIZ), a global provider of lifestyle and housing solutions that support, protect and connect major consumer purchases like automobiles announced that a Sales Professional Blueprint course is now available in the Assurant Virtual Learning Platform. Complete with six new modules the course includes 22 individual lessons for users. The foundation of the Sales Professional Blueprint course content is largely powered by the American Financial & Automotive Services’ (AFAS) classroom experience on the same topic, as Assurant and AFAS continue the integration of their respective programs into one broader, market-leading learning curriculum.

“The robust training program was one of the great benefits we received as part of our acquisition earlier this year,” said Assurant Global Automotive Senior Vice President of Global Transformation, Martin Jenns. “Adding the Sales Professional Blueprint curriculum to the already dynamic [Assurant Virtual Learning Platform](#) continues to enhance the value to dealers across the country.

Jenns added, “In a COVID-19 environment, it’s critical to have a virtual training offering that supplements the irreplaceable in-person training experience in our Chicago and Houston classrooms.”

The Sales Professional Blueprint course provides access to training modules that help staff:

- Better understand today’s customers
- Create a seamless transition from online to offline sales
- Develop a sales process with less friction and higher customer satisfaction
- Build value and eliminate objections
- Shorten transaction times, increase volume, and maximize gross profit

Ritch Wheeler, Vice President of Training at American Financial Automotive Services, an Assurant Company, said, “This update not only demonstrates our commitment to consistently delivering fresh content to users but provides further proof of our unmatched virtual dealership training offering in the automotive industry.”

With the addition of the Sales Professional Blueprint course, the Assurant Virtual Learning Platform now boasts nearly 100 on-demand modules of learning, complete with F&I core skills training, along with dozens of “soft skill” modules to round out user skill sets. Combined with Virtual Coach - a video-based role-playing feature allowing for individualized feedback and scoring that can be done right from a mobile device - the Assurant Virtual Learning Platform is the premier on-demand platform in F&I training.

About Assurant Global Automotive

Assurant, Inc. (NYSE: AIZ) is a leading global solutions provider in the automobile industry for manufacturers, large group and independent dealers, agents, third-party administrators, financial institutions, insurance providers, and vehicle technology companies. Assurant Global Automotive helps drivers protect their vehicles and avoid costly repair. With over 50 years of industry experience, Assurant is trusted by and works with nine of the top ten global automotive manufacturers serving over 48 million consumers in 17 countries. Providing innovative solutions like vehicle service contracts,



performance management and training, participation options, ancillary products, guaranteed asset protection, and more, Assurant Global Automotive helps clients grow and thrive.

About Assurant

Assurant, Inc. (NYSE: AIZ) is a leading global provider of lifestyle and housing solutions that support, protect and connect major consumer purchases. Anticipating the evolving needs of consumers, Assurant partners with the world's leading brands to develop innovative products and services and to deliver an enhanced customer experience. A Fortune 500 company with a presence in 21 countries, Assurant offers mobile device solutions; extended service contracts; vehicle protection services; pre-funded funeral insurance; renters insurance and lender-placed homeowners insurance. The Assurant Foundation strengthens communities by supporting charitable partners that help protect where people live and can thrive, connect with local resources, inspire inclusion and prepare leaders of the future.

Learn more at assurant.com or on Twitter [@AssurantNews](https://twitter.com/AssurantNews).

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