

NO RTEC JOB SPECIFIC SKILLS COMPETENCY

INSURANCE SALES AGENT

DOT:250-257-010/ O*NET-SOC: 41-3021.00 SVP 6

Job Description: Sells insurance, service policies, and provides insurance advise to new and current clients. *Physical Demands* - Sedentary with light lifting, carrying or moving (up to 20 lbs); *General Educational Development*- R4, M3, L4; *Aptitudes* - Above Average General Learning Ability, Verbal, Numerical, and Clerical Perception.

Note: Insurance sales agents can be further classified into three categories: *Exclusive Agents* sometimes called captive agents *Independent Agents*, and *Insurance Brokers*. Insurance agents may work as exclusive agents selling for one company or as independent agents selling for several companies. Insurance brokers represent several companies and place insurance policies for their clients with the company that offers the best rate and coverage. Agents and brokers may sell many types of insurance: Life, annuities, property-casualty, health, or disability. Prospective Insurance Agents should display initiative, diligence, self-confidence, and outgoing personalities

CORE SKILL COMPETENCIES/INDICATORS:

1. **Can successfully pass relevant written exam(s) for licenses issued by the State Department of Insurance: Fire and Casualty Broker-Agent and/or Life Agent. (IN,S) *Note: This item requires achievement documentation, not just rating (Pre-test deficiency = No; Post-test proficiency = Yes)***
2. **Can demonstrate familiarity with basic principles in the area of Sales and Marketing; Clerical; Economics and Accounting (R, IN, S)**
3. **Can demonstrate a thorough understanding of State insurance laws, consumer protection, the technical aspects of various insurance policies, and the fundamentals and procedures of selling insurance. (R, IN, S)**
4. **Can demonstrate an awareness of the importance of changes in tax laws, government benefit programs, and other State and Federal regulations, including the manner in which these changes could affect the insurance needs of clients and how agents conduct business. (R, IN, S)**
5. **Can demonstrate the proper techniques used to locate and develop lists of prospective clients to provide leads for additional business.(R, IN, I, S)**
6. **Can demonstrate understanding of persuasive sales techniques.(IN, I, S)**
7. **Can demonstrate understanding of proper protocol for visiting prospective and existing customers homes and places of business. (I, S)**
8. **Can demonstrate the proper techniques used to obtain data about a prospective customer, including financial resources and needs, and the physical condition of the person or property to be insured. (IN, I, S)**
9. **Can demonstrate ability to analyze and advise on the insurance needs of prospective customer based on analysis of prospects circumstances.(IN, I, S)**
10. **Can demonstrate ability to market new products and services to customers, including features, merits, and costs. (R, IN, I, S)**
11. **Can demonstrate ability to explain group insurance programs to promote sale of insurance plan. (IN,I, S)**
12. **Can demonstrate ability to explain necessary bookkeeping requirements for customer to implement and provide group insurance program.(IN,I,,S)**
13. **Can demonstrate ability to accurately calculate and quote premium rates for recommended individual or group policies, using calculator and rate books. (IN, S, T)**
14. **Can demonstrate ability to draw up appropriate applications to be filed with insurance company. (IN, S)**
15. **Can demonstrate ability to establish customer's method of payment. (IN,I)**

16. **Can demonstrate proper procedure for contacting company underwriters and submitting forms to obtain binder coverage. (IN, S)**
17. **Can demonstrate proper follow-up services with customers for the purpose of delivering and explaining policies, handling policy renewals, and suggesting additions or changes to keep coverage up-to-date. (IN, I, S)**
18. **Can demonstrate proper procedure used to collect premiums from policyholders and record payments. (IN ,I, S)**
19. **Can demonstrate proper procedure used to assist policyholders with filing and settling insurance claims. (IN, I, S)**
20. **Can demonstrate knowledge of and assist customers with financial or retirement fund planning. (IN, I, S)**
21. **Can demonstrate ability to appropriately respond to and resolve customer complaints regarding sales and service. (IN, I, S)**
22. **Can demonstrate proficiency with computer systems related to insurance sales. (IN, S, T)**
23. **Can demonstrate ability to prepare and maintain accurate and concise reports and records. (IN, S)**
24. **Can demonstrate ability to communicate, both orally and in writing. (IN, I)**
25. **Can demonstrate ability to work under stress to meet schedule deadlines. (R,I)**