

Specification of Competency Standards of the Insurance Industry

**Unit of Competency**

**Functional Area: Sales & Distribution Management**

Title	Establish achievement targets for individual agents
Code	105526L5
Range	This unit of competency is applicable to those who are responsible for establishing achievement targets, e.g. sales targets, for individual agents. It involves forecasting future sales, reviewing previous performance, assessing achievement growth potentials, and establishing jointly agreed achievement targets.
Level	5
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess knowledge in forecasting and setting sales target <ul style="list-style-type: none"> <li>• Use a range of skills to forecasts sales</li> <li>• Familiar with sources of information</li> <li>• Understand sources of variances between forecast and actual sales</li> </ul> </li> <li>2 (a). Forecast future sales <ul style="list-style-type: none"> <li>• Arrange data collection from identified sources</li> <li>• Ensure reliability and validity of collected data</li> <li>• Forecast sales over a defined period</li> <li>• Predict future sales trends based on forecasting results</li> </ul> </li> <li>2 (b). Review sales performance of individual agents <ul style="list-style-type: none"> <li>• Collect performance data of individual agents</li> <li>• Assess potential growth rate of individual agents</li> </ul> </li> <li>2(c). Establish achievement targets with individual agents <ul style="list-style-type: none"> <li>• Establish challenging and realistic sales targets with individual agents</li> <li>• Devise measurement activities to monitor actual performance against targets</li> </ul> </li> <li>2(d). Improve target establishing process continuously <ul style="list-style-type: none"> <li>• Review the target establishing process from time to time</li> <li>• Identify and reinforce effective tactics to encourage buy-in from agents based on review findings.</li> </ul> </li> <li>3. Establish realistic achievement targets to drive performance <ul style="list-style-type: none"> <li>• Evaluate past and predict future sales performances based on data of individual agents</li> <li>• Establish mutually agreed sales targets with agents</li> <li>• Evaluate the effectiveness of target establishing process regularly.</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Able to forecast future sales based on accurate and valid data acquired</li> <li>• Able to evaluate sales performance of individual agents based on past performance data collected</li> <li>• Able to develop mutually agreed sales target with individual agents</li> <li>• Able to review and reinforce target establishing process base on process review.</li> </ul>
Remark	This unit of competency is also applicable to general insurers and life insurers.