

Specification of Competency Standards of the Insurance Industry

Unit of Competency

Functional Area: Sales & Distribution Management

Title	Explore new distribution channels
Code	105533L5
Range	This unit of competency is applicable to those who are responsible for exploring new distribution channels. It involves identifying potential channels, conducting feasibility study to evaluate identified channels, and developing respective plans to integrate identified channels into existing channel mix.
Level	5
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge of insurance distribution channels <ul style="list-style-type: none"> • Comprehend corporate channel distribution strategy • Comprehend company's products and target segments • Comprehend company's current distribution channels • Analyze competitors' distribution channels • Know about latest technological, social, economic, political, environmental changes that impact various distribution channels • Understand channel strategy in insurance industry 2(a). Identify potential new distribution channels <ul style="list-style-type: none"> • Conduct competitor analysis to keep track of new distribution channels • Explore potential distribution channels that support corporate channel distribution strategy • Conduct feasibility study of new channels 2(b). Plan for employing new distribution channels <ul style="list-style-type: none"> • Develop financial analysis, marketing and sales projection of new channels • Revise company's channel strategy if necessary • Adopt new channels if deemed feasible • Develop implementation plan to integrate new channel with existing channels • Obtain approval from senior management 3. Explore new distribution channels to support company's channel distribution strategy effectively <ul style="list-style-type: none"> • Conduct analysis to distinguish potential new distribution channels • Develop feasible implementation plan to integrate identified channel with existing channels • Adopt newly identified channel in accordance with company's channel distribution strategy.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Able to identify potential distribution channels that support corporate channel distribution strategy • Able to develop implementation plan through integration of existing and new channels • Able to adopt newly identified channel supporting channel distribution strategy.
Remark	This unit of competency is also applicable to general insurers and life insurers.