

Specification of Competency Standards of the Insurance Industry

**Unit of Competency**

**Functional Area: Sales & Distribution Management**

Title	Understand insurance sales
Code	105463L2
Range	This unit of competency is applicable to those who are responsible for insurance sales. It requires understanding the different tasks involved at different stages of the sales cycle and how insurance agents interact with customers in an insurance sale transaction.
Level	2
Credit	1 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess knowledge of insurance sales <ul style="list-style-type: none"> <li>• Familiar with the operations of the insurance market</li> <li>• Comprehend company's product and target segments</li> <li>• Understand customer buying behavior</li> <li>• Comprehend company's insurance application procedure</li> <li>• Comprehend relevant regulatory requirements</li> </ul> </li> <li>2. Understand how insurance intermediaries handle sales <ul style="list-style-type: none"> <li>• Know about the process flow in insurance sale</li> <li>• Understand the roles and responsibilities of insurance intermediaries in various steps of handling insurance sale, including <ul style="list-style-type: none"> <li>• Identify potential customers and their needs</li> <li>• Match customer needs with products</li> <li>• Prepare for sales presentation</li> <li>• Match customer needs with products</li> <li>• Present product features and limitations</li> <li>• Close sales while ensuring customers are making informed decisions</li> <li>• Complete the whole sales process in accordance with company procedures and regulatory requirements</li> <li>• Process insurance application</li> <li>• Deliver policy to customer</li> </ul> </li> <li>• Fully understand compliance regulatory requirements and ethical standards</li> </ul> </li> <li>3. Apply understanding of insurance sales to carry out sales-related job duties <ul style="list-style-type: none"> <li>• Describe the key stages and process flow in insurance sales</li> <li>• Recognize the tasks and responsibilities of insurance agents in handling insurance sales.</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 describe stages in an insurance sales cycle</li> <li>• Able to explain the process flow of insurance sale</li> <li>• Able to recognize duties and responsibilities of insurance agents in delivering insurance sales.</li> </ul>
Remark	The unit of competency is applicable to general insurance, life insurers and brokers.