The Insurance Institute of Zambia (IIZA)

SELLING LIFE INSURANCE



Course Overview

As an insurance producer, you are engaging in one of the largest and most important businesses in the world. You will be representing the insurance business to the public and offering its financial products and services, which are unlike those any other business.

To most of the people you will meet in your work over the years, an insurance company is merely a building in some far-off city where policies and other paperwork are processed. To these people, you will be the embodiment of insurance and their major contact with the business through your sales and service calls.

Learning Objectives

After completing this course:

- You will understand the basic economic needs of typical individuals and families. This will help you analyze and explain to your clients how life insurance, annuities and disability income insurance can help meet their financial needs;
- You will know the general uses for various types of life insurance policies, annuity contracts and disability income policies so that you can make proper recommendations to clients. And you will be able to explain to your clients the major provisions of the contracts you recommend;
- You will understand the importance of good service to your clients and how this service will directly affect your policy persistency record, the number of policies you write that remain in force, and, ultimately, your success;
- You will realize the significance of setting personal and financial goals and objectives and of keeping track of your progress regularly;
- You will know ways to help you maintain a positive mental attitude towards your work, and will understand how your attitude and efforts can affect the degree of success you eventually attain; and
- You will start to develop organized work habits and to practice time management techniques that will make your life insurance selling activities easier and more productive.

Course Outline

Module 1: Standards for Success as an Insurance Sales Professional

Module 2: Analysing Insurance Markets and Financial Needs

Module 3: Identifying People Who Need Life Insurance

Module 4: The Benefits of Planned Presentations

Module 5: Completing the Process

Module 6: Uses for Insurance Products

Module 7: Analyzing Policy Provisions

Module 8: Developing Professionalism

