



BROKER/AGENT Sales Stream

OVERVIEW OF KEY DEVELOPMENTAL AREAS FOR YOUR CAREER PATH



FOUNDATION

BUILDING

ENHANCING

MASTERY



Hone your craft Be a 'sponge' to learning Expose yourself to as many facets of your role as possible

- If you are coming to insurance from a background in sales, will be key to grow your insurance knowledge to complement your experience
- Some organizations may blend both sales and service in their broker/agent roles. May be useful to also review Broker/Agent - Service Stream Career Map to benchmark where you are now and plan for future goals.



Build on your knowledge, book of business, and experience

- Increase ability to manage client needs more independently
- Maintain balance between sales/production and relationship management
- Foster understanding of key metrics, sales targets, and relationship needed for success
- Consider starting to specialize – learn as much as you can about options available (e.g. business lines, products, etc.)
- Prepare for multiple possibilities to keep your options open



Assess what lies ahead for you

- Continue to foster capacity to secure new business, enhance products /coverages, and develop relationship
- Consider your skills and experience when making decisions about next steps; what feels right for you? Specializing, diversifying, taking on new challenges like business development or people leadership?
- Set a goal and work towards it
- Talk to your manager or HR for additional support



Explore ways to share your expertise

- Evaluate which 'track' feels in keeping with your goals - technical specialist or operational leader?
- Consider leveraging your expertise in Practice Leadership Roles, Risk Management, or even Account Management/Service Stream

ATTITUDES & CORE VALUES



- Curious
- Commitment to continuous learning
- Focus on the customer



- Sales driven
- Team player
- Influencer without authority
- Ethical decision making
- Relationship builder
- Conflict manager



- Sales specialist
- Critical thinker
- Problem solver
- Negotiator
- Trends seeker
- Relationship manager
- Product expert



- Sales expert
- Consultant
- Technical specialist
- Operational leader
- Relationship expert





FOUNDATION



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ENHANCING



MASTERY

KNOWLEDGE

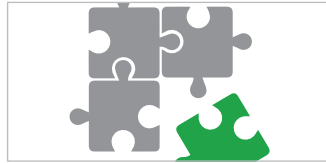


Grow your knowledge of insurance fundamentals

- You have likely completed or are working towards your Level 1 License – this is mandatory and equivalent to the first course (C11) of the Chartered Insurance Professional (CIP) designation
- Apply learning from your studies, training offered by your company, or other work experience

Next Steps:

- Plan for additional CIP courses.



Build specialized knowledge to help you manage the increasing complexity in your work, in your line of business

- Pursue / Leverage learning from mandatory courses in the CIP (e.g. C12, C13, C14) to help you meet client needs; course order may be influenced by the products you work with (e.g. Personal, Commercial, etc.)
- Take C130 given your current role

Next Steps:

- Complete your CIP (consider taking electives that broaden / diversify your expertise – i.e. Surety, Business Interruption, etc.)
- Enhance your understanding of critical coverages through continuing education
- Taking additional sales, negotiation, or prospecting skills training may be advantageous



Enhance your knowledge to work with increasingly specialized and complex risks

- Look at pursuing the Risk Management or Advanced CIP certificates to enhance your expertise – there are suggested pathways for brokers / agents available

Next Steps:

- You may have completed or are working towards your Level 2 License (depending on Provincial Requirements)
- Grow your knowledge of emerging trends, critical coverages, and legislative changes through continuing education and management / leadership development
- Satisfy Continuing Education (CE) requirements
- Consider if the FCIP is right for you



Hone your broader operational and insurance knowledge

- Recognize that your actions and decisions may have ramifications across your department / organization
- Consider pursuing your FCIP or supporting your advanced operational / product knowledge required through continuing education

Next Steps:

- Recommit to continuous learning and development

SKILLS & EXPERIENCE



Learning and applying insurance fundamentals

Core Skills: Time management; communication; sale; interpersonal; resourcefulness; active listening

Key Experiences: Using available resources to understand products / lines of business available to clients; providing advice and recommendations to clients; facilitating sale and renewal of products; building effective relationships with clients, underwriters, and other industry professionals; completing required forms and documentation; understanding and applying legislative / regulatory framework



Building on your insurance fundamentals and experiences to date

Core Skills: Negotiation; maintaining strong relationships (e.g. underwriters, risk management, claims); initiative; multitasking; building a strong personal/ organizational brand; business communication; presentation

Key Experiences: Using more specialized knowledge and expertise; preparing quotes and proposals; working with policies with higher limits, number of exposures, customization etc. with minimal supervision; fostering understanding of regulatory framework and competitive marketplace; cultivating sales leads/clients



Enhancing your knowledge and expertise related to a particular business line / product

Core Skills: Problem solving; creativity; managing relationships to foster success; providing support/advice to team members; critical thinking

Key Experiences: Having oversight of key accounts; managing key products, delegating renewals, etc. independently; developing prospecting presentations / providing quotes with increased independence and authority; leveraging industry relationships to benefit your client; directing account management and customer service representatives in meeting client needs; advancing understanding of legal / regulatory considerations and industry drivers



Transitioning to technical consultant/practice leader with increased autonomy and decision making power

Core Skills: Strategic thinking; operational leadership; change management; teaching/coaching; conflict management

Key Experiences: Providing expert advice to other Brokers/Agents; leading prospecting/sales production within your product stream; facilitating knowledge transfer and / or delegating tasks to team members; leading the mitigating or controlling potential risks effectively; honing expertise in shaping organization policy, reinsurance, and continuity plans; supporting key operational projects (e.g. technology support/systems); influencing regulatory affairs, competitive market, and legal frameworks