

YOUR AGENCY NAME

Title: Producer

Reports To:

Job Summary: the Producer is responsible for prospecting, soliciting, quoting, and selling new (Commercial/Personal Lines/Life and Benefits Accounts). Continuing to counsel and market to existing clients professionally is another essential function of the position. Specific sales goals and service responsibilities are determined during the yearly planning process for this position. Meets service and sales standards of volume with timeliness and quality.

Date: mm/dd/yyyy

PRIMARY RESPONSIBILITIES AND DUTIES

New Sales:

- Identifies and develops insurance prospects and appropriate markets.
- Responds to referrals quickly and effectively.
- Prequalifies insurance prospects for insurability and quality of risk.
- Creates and maintains client or prospect lists.
- Designs insurance plans and recommends coverages to clients.
- Surveys loss exposure, needs, and possible uninsurable or difficult to insure exposures for clients.
- Creates insurance proposals; makes sales presentations to prospective and existing clients on new and renewal business,
- Completes and submits applications and related documentation to appropriate insurance markets.
- Develops, follows, and completes sales objectives.
- Prepares, requests, and delivers binders to insureds.
- Educates clients concerning agency payment expectations and cancellation procedures.
- Acknowledges non-standard coverage limitations and binding restrictions to document file and lower errors and omissions exposures.
- Asks for referral from insureds to help generate new business.

Retention and Continuous Marketing:

- Explains coverages and exclusions and documents explanations on automated file for future reference.
- Develops a book of business that is profitable for both the agency and the carriers.

- Works with clients to ensure limit and coverage adequacy.
- Provides needed information and clarifications about clients to company personnel, and documents system by transaction date.
- Creates letters to clients offering coverage, share information and advice regarding insurance matters. Uses these to round out accounts fully.
- Reviews existing policy coverages, at least annually, to upgrade accounts and remarket, if necessary.
- Assists service staff to collect client information in preparation of schedules of insurance, summaries, and renewal proposals.
- Reviews appropriate policy change requests and other account activity. Documents automated file as appropriate. Uses each client contact as an opportunity for coverage review and marketing of need covered.
- Recommends and helps insureds carry out loss control programs, independently and with company loss control staff.
- Contacts insureds to assist in collection of past due premiums or audit amounts.
- Retains assigned percentage of accounts at each renewal.
- Continues to develop relationships with insured.
- Accepts and handles any duties/prospects as assigned by agency management.

Personal and Organizational Development:

- Participate in sales meetings.
- Identifies training needs with assistance from managers. Develops a personal improvement plan, and take responsibility for learning and improving technical and sales skills regularly.
- Reads and interprets technical manuals and insurance information from carriers, vendors, publishers, etc.

KNOWLEDGE, SKILLS, AND ABILITIES:

- College education or equivalent insurance experience.
- Ability to communicate verbally and in writing with others, to explain complex issues, to receive and interpret complex information, and to respond appropriately.
- Ability to understand written and oral communication and to interpret abstract information.
- Must have and maintain (Property, Casualty, Life, and Health License).
- Full knowledge of insurance products and usages.
- Adequate knowledge of rating procedures, coverages, and industry operations to effectively manage, maintain, and write assigned client and prospect lists.
- Full knowledge of insurance markets and reference to markets.
- Knowledge of insurance rating and underwriting procedures.
- Ability to generate new business sales, retain existing business, and to close sales in insurance.
- Ability to carry out complex tasks with concrete and abstract variables.
- Ability to add, subtract, multiply, and divide whole numbers, and to perform simple calculations involving decimals and fractions with accuracy.

- Ability to utilize computer programs and understand functionality.
- Ability to drive a vehicle, visit clients, and make related calls to others.
- Ability to perform sedentary work, exerting up to 10 lbs of force occasionally, and exert negligible force frequently, or to constantly to move objects, including the body. May be asked to exert up to 20 lbs of force periodically, as needed.
- Ability to process written and other materials visually.
- Physical efforts required include fingering, repetitive small motor activity, grasping, verbally communicating detailed and important information to others quickly and accurately, stooping, reaching, standing, lifting light objects under 10 lbs frequently, and climbing occasionally.

Working Conditions:

- High-pressured, fast-paced environment with significant telephone and personal disruption. Large number of multiple steps in complex system performed with accuracy and speed is essential to the successful completion of tasks.
- This job description is intended to describe the level of work required by the person performing the work of the positions and physical requirements normal to the position. Principal duties outlined are the essential responsibilities and duties and other duties may be assigned as needs arise or as required to support principal duties.
- This description is not intended as a contract and is subject to change and revision as needs arise. Any written contractual agreements will supersede this job description. All requirements may be modified reasonably to accommodate physically or mentally challenged staff members.