



National Occupational Framework: Insurance Sales Agent

Insurance sales agents sell insurance policies to individuals and businesses. They educate clients on various insurance products, prepare quotes on policy packages, renew policies, and assist with claims. They must follow ethical and accountable sales practices as they help clients understand various insurance products and choose policies that meet their needs.

Insurance Sales Agent
National Occupational Framework
<https://urbn.is/48HL1Rz>



Apprenticeship: A Solution for Recruiting and Training Insurance Sales Agents

Apprenticeship programs combine learning on the job and in the classroom to train workers in the exact skills needed by employers. Insurance sales agents must meet numerous licensing requirements depending on where they work and the type of insurance they sell. Apprenticeships are an ideal way to prepare insurance sales agents to sit for such licensing exams and equip them with the technical, customer service, and other skills they need to be effective in this role.



Apprenticeship Benefits:

90%
employment retention for apprentices

86%
of employers with programs recommend apprenticeship

\$1.44
return on investment for every dollar spent

WHAT'S INCLUDED IN A [NATIONAL OCCUPATIONAL FRAMEWORK](#)?

- background information to help you learn more about the occupation
- comprehensive list of the competencies apprentices need to do the job
- building blocks of information for employers developing a registered apprenticeship program

Questions? Visit the National Apprenticeship Resource Hub at apprenticeships.urban.org or contact the Urban Institute at apprenticeship@urban.org.



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