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COURSE BROCHURE

Insurance Agent Needs-Based Selling and Client Suitability Training Course

15 – 19 March 2027
Casablanca

Insurance Agent Needs-Based Selling and Client Suitability Training Course

Ref: 2633_100135 **Date:** 15 – 19 March 2027 **Location:** Casablanca **Fees:** 4500 GBP

Insurance Agent Needs-Based Selling is a 1-week training course for tied agents, bancassurance sellers and sales supervisors, who leave with a client needs and suitability file for one real policyholder case. Complaints about mis-sold policies and early lapses keep rising, so insurers need defensible recommendations. Jupiter Prime Training treats Insurance Agent Needs-Based Selling as advice work first and sales work second.

Why Insurance Agent Needs-Based Selling Matters Now

Three pressures meet at the point of sale. Policyholders compare cover online before meeting an agent, so a recommendation must rest on their budget, dependants and existing protection. Insurers' conduct teams test whether each sale was suitable and whether charges and exclusions were disclosed. Bank branches selling insurance beside loans face sharper questions about tied selling. An agent who documents need and understanding protects persistency and reputation; one who does not invites complaints and cancellations. The course rests on fair customer treatment and on recognised fact-find and suitability practice.

Who Gains Most from Insurance Agent Needs-Based Selling

- Advisers who run the first client meeting and complete the fact-find for life, savings, health and general cover
- Branch staff who introduce protection and savings policies alongside current accounts, mortgages and personal loans
- Agency supervisors who sign off recommendations and coach new recruits through their first cases
- Sales quality staff who sample files, listen to call recordings and flag unsuitable sales
- Retention and service staff who handle lapse requests, premium holidays and policy reviews

An agency unit or branch cluster gains most when advisers and their supervisor attend together and agree one shared file standard.

Insurance Agent Needs-Based Selling Capabilities

Participants practise turning a family's worries into a documented recommendation a reviewer and a policyholder can both follow.

- Conduct a structured fact-find covering income, dependants, debts and existing cover — the recommendation the client signs
- Calculate a protection gap and an affordable premium range — the sum assured and term put forward
- Explain benefits, exclusions, waiting periods and surrender charges in plain words — the client's informed consent
- Assess suitability against objectives, risk appetite and capacity for loss — the supervisor's file sign-off
- Respond to price, trust and delay objections without pressure — the client's freedom to decide
- Design a policy review rhythm that catches life events early — persistency and renewal decisions

Key Insurance Agent Needs-Based Selling Terms

- Fact-find — the structured record of a client's circumstances, goals, existing cover and budget, gathered before any product is discussed.
- Protection gap — the difference between the financial support a household would need after death or illness and the cover already in place.
- Suitability — the match between a recommended policy and the client's needs, objectives, understanding and ability to keep paying premiums.
- Key information document — a short summary of a policy's features, charges, risks and exclusions given to the client before purchase.
- Persistency — the share of policies still in force after a set period, used to judge sales quality and adviser conduct.
- Cooling-off period — the window after purchase in which a policyholder may cancel and receive premiums back without penalty.

Insurance Agent Needs-Based Selling Day by Day

Day 1: The Client, the Market and the Adviser's Role

- Household Life Stages — Which Risks Each Family Faces First
- Tied Agent, Broker and Bancassurance Channels — Duties Owed in Each
- Fair Customer Outcome Tests — What Good Advice Looks Like
- Complaint and Lapse Patterns — Where Past Sales Went Wrong
- Adviser Conduct Code — Gifts, Conflicts and Commission Disclosure

Day 2: Fact-Find and Needs Analysis

- Open and Probing Questions — Uncovering Goals Behind Stated Wishes
- Income, Expenditure and Debt Mapping — Setting an Affordable Premium
- Protection Gap Calculation — Sum Assured and Term Choices
- Existing Policy Audit — Avoiding Duplicated or Replaced Cover
- Vulnerable Client Indicators — Adjusting Pace and Support

Day 3: Product Explanation and Disclosure

- Term, Whole Life, Savings and Health Plans — Matching Features to Need
- Exclusions, Waiting Periods and Waivers — Plain-Word Explanation
- Surrender Values and Charges Illustration — Long-Term Commitment Decisions
- Key Information Document Walkthrough — Checking Client Understanding
- Teach-Back Questioning — Confirming Informed Consent Before Signature

Day 4: Suitability Decisions and Objections

- Suitability Rationale Letter — Linking Need to Recommendation
- Risk Appetite and Capacity for Loss — Savings Plan Selection
- Price, Trust and Delay Objections — Ethical Response Patterns
- Pressure Selling Red Flags — When to Stop the Sale
- Supervisor File Sampling — Spotting Weak Recommendations Early

Day 5: Practice in Advice and Retention

- Recorded Role-Play of a Full Advice Meeting — Peer Scoring
- Lapse Request Conversation — Premium Holiday or Reduced Cover Options
- Annual Policy Review Calendar — Life Event Triggers
- Referral and Repeat Business Etiquette — Long-Term Client Trust
- Completed Client Needs and Suitability File — Supervisor Sign-Off

Applying Insurance Agent Needs-Based Selling After the Course

- Re-run the fact-find and protection gap calculation for five existing policyholders due for review and record any change in recommended cover.
- Sample ten recent advice files with your supervisor using the suitability rationale checks and agree corrections for the weakest two.

Insurance Agent Needs-Based Selling Questions FAQ

What is insurance agent needs-based selling and why does it matter now?

Insurance agent needs-based selling means recommending cover only after documenting a client's circumstances, goals and budget. It matters now because unsuitable sales drive complaints, early lapses and commission clawback, while policyholders expect advice they can check.

Which roles gain most from insurance agent needs-based selling skills?

Tied agents and bancassurance sellers who meet clients directly gain most. Agency supervisors, sales quality reviewers and retention staff also benefit, because they judge, coach or protect the same advice files after the sale is made.

How does insurance agent needs-based selling differ from a general insurance basics course?

Insurance agent needs-based selling focuses on the advice conversation, not on how products are written or priced. You practise the fact-find, disclosure, suitability rationale and objection handling, rather than studying underwriting, claims or reinsurance.

What do you bring back from insurance agent needs-based selling training?

You bring back a completed client needs and suitability file for one real case. It holds the fact-find, protection gap figures, disclosure record and recommendation rationale, ready for your supervisor to review.

Insurance Agent Needs-Based Selling: The Way Forward

The client needs and suitability file first informs whether a recommended sum assured and premium suit the household. Advisers use it in the meeting, supervisors at sign-off and retention staff at review. After its first use, revisit how the client's understanding was confirmed, since weak teach-back is where most later complaints begin.