Finance

Pathway: Insurance Services

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
FNPD01.01	Product Knowledge	#6: Fundamentals of Insurance Services	Examine the characteristics to explain insurance risk.	Review insurance policies to determine how to reduce risk.	Define risk.
					Identify situations when insurance will reduce risk.
				Review client's situation to determine degree of risk.	Identify the risk of various situations.
					Support the rationale behind decision to insure.
FNPD01.02	Product Knowledge	#6: Fundamentals of Insurance Services	Use insurance terminology to explain insurance risks and benefits.	Use insurance terms in appropriate situations.	Explain terms to client's satisfaction.
					Explain how terms accomplish disclosure.
FNPD01.03	Product Knowledge	#6: Fundamentals of Insurance Services	Examine characteristics to distinguish between policy types and coverage.	Compare basic types of insurance policies to determine appropriate use.	List types of policies.
					Determine the appropriate policy use.
				Compare common coverages to determine advantages.	List types of coverages.
					Determine the appropriate coverage use.
				Compare pricing methodology to determine advantages.	List rating factors.
					Calculate premiums.
FNPD01.04	Product Knowledge	#6: Fundamentals of Insurance Services	Create and/or complete documents in order to process information.	Identify the key components to correctly issue policies.	Gather necessary information.
					Accurately record needed information.
				Process information to complete insurance-related documents.	Accurately write or record needed information.

Copyright 2007, States' Career Clusters Initiative. All Rights Reserved

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
FNPD02.01	Customer Service	#6: Fundamentals of Insurance Services	Demonstrate effective techniques to gather client information.	Identify data-acquisition methods to select appropriate medium to gather information.	Describe methods of verbally gathering information.
					Accurately record written information.
					Compare the advantages/disadvantages of gathering information via telephone, fax, email, in person, etc.
				Ask well-planned questions to determine client needs.	Determine questions that should be asked of clients.
					Plan follow-up questions.
					Discuss the appropriate use of open-ended questions.
					Discuss the appropriate use of close-ended questions.
FNPD02.02	Customer Service	#6: Fundamentals of Insurance Services	Utilize available techniques to effectively serve customers.	Provide timely, accurate information to meet customer needs.	Explain the process for receiving no justifiable complaints.
				Operate within grant of authority to provide service to customers.	Explain the process for receiving a satisfactory internal review.
				Utilize a process to resolve customer complaints or questions.	Explain the process for dealing with questions or complaints.
					Explain the process for receiving a satisfactory internal review.
					Explain the process of referring an issue to someone with the authority to make decisions.
					Explain the process for receiving a satisfactory internal review.
FNPD03.01	Operations	#7: Insurance Underwriting Operations	Examine characteristics to explain underwriting functions.	Research insurance risk to determine how to meet/exceed company objectives.	Explain growth.
					Explain loss ratio.
				Process information to develop quotes for clients.	List the elements of desirability for insuring.
					Identify the pricing structure.
					Identify company services to be provided.

Copyright 2007, States' Career Clusters Initiative. All Rights Reserved

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Identify the process to issue a policy.	Issue policy electronically.
					Provide information to others to issue policy.
					Write accurate information to issue a policy.
				Describe the process to add endorsements.	Define endorsement.
					Explain the process for adding endorsements to a policy.
				Follow the process to renew policies.	Explain renewability options.
				Use company procedures to adjust claims.	Reference marketing functions.
					Develop good relationships between agents, underwriters, and customers.
					Use actuarial functions as needed.
					Address loss control functions when required.
					List sales functions.
					Explain risk management.
FNPD04.01	Regulations and Credentials	#9: Regulatory Compliance in Insurance Services	Research the regulatory insurance requirements to assure compliance.	Examine state publications to identify regulation requirements.	Maintain compliance with state regulations.
				Participate in industry-sponsored training to advance in an insurance career.	Read industry magazines and periodicals to keep abreast of news about seminars and training sessions.
				Identify specific industry training opportunities to achieve career goals.	Participate in insurance associations.
					Identify training opportunities.
					Continue educational training.
				Plan appropriate education activities to achieve licensing requirements.	Achieve passing grade on state insurance licensing exam.

Additional Recommended CTE/Degree Major Courses:

#5: Principles of Marketing

#8: Risk Management

#10: Services Marketing

Copyright 2007, States' Career Clusters Initiative. All Rights Reserved