



Insurance Agent Skills and Professional Practice Course

26 – 30 October 2026
Casablanca

Insurance Agent Skills and Professional Practice Course

Ref: 447_136017 **Date:** 26 – 30 October 2026 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Insurance Agent Skills and Professional Practice Course is a five-day foundation-to-intermediate course for insurance agents, agency staff, distribution professionals, customer advisers, and supervisors, who leave with an Insurance Agent Practice File. The course connects professional conduct, customer discovery, needs analysis, product explanation, suitability, disclosure, quotations, applications, ethical selling, objections, documentation, complaints, renewals, referrals, and recordkeeping. Agile Leaders Training Center provides practical training in insurance agent skills and professional practice.

Who Should Attend

- Agency functions responsible for customer acquisition and policy placement
- Insurance sales functions responsible for needs-led recommendations
- Customer advisory functions responsible for explaining products and coverage
- Relationship functions responsible for renewals, referrals, and service follow-up
- Distribution supervision functions responsible for conduct and record controls
- Customer support functions responsible for complaints and case handoffs

The course assumes participants already communicate with insurance customers or policy teams and leaves out jurisdiction-specific legal advice, actuarial pricing, and specialist claims adjustment.

Departments and Industries

The course supports departments that advise customers, distribute insurance, maintain agent records, and supervise customer outcomes across insurance and partner channels.

- Insurance agencies and intermediary networks
- Insurer sales and distribution departments
- Banking, leasing, and embedded insurance channels
- Broker customer-service and account teams
- Corporate insurance and employee-benefit functions
- Agency quality, risk, and compliance functions

Learning Objectives

By the end of this course, participants will be able to:



- Apply professional-conduct controls to agent interactions
- Use customer discovery and needs-analysis tools
- Compare products, coverage, exclusions, and customer fit
- Build controlled quotations, applications, and disclosure records
- Evaluate objections, complaints, renewals, and referral opportunities
- Create an Insurance Agent Practice File

Course Agenda

Day 1: Agent Role and Professional Conduct

- Insurance Distribution Journey Map
- Agent Responsibility and Authority Matrix
- Professional Conduct Decision Guide
- Conflict-of-Interest Disclosure Register
- Customer Communication Standards Checklist

Day 2: Customer Discovery and Needs Analysis

- Customer Profile and Context Canvas
- Insurance Demands-and-Needs Interview Guide
- Risk Exposure and Protection Gap Worksheet
- Customer Priority and Affordability Matrix
- Needs Evidence and Consent Record

Day 3: Product Explanation and Application Control

- Product Feature and Target-Market Grid
- Coverage, Exclusion, and Limit Comparison Sheet
- Suitability and Customer-Fit Decision Record
- Quotation and Premium Explanation Template
- Application, Disclosure, and Handoff Checklist

Day 4: Ethical Selling and Relationship Practice

- Needs-Led Recommendation Structure
- Ethical Objection-Handling Conversation Map
- Complaint Recognition and Escalation Log
- Renewal Review and Coverage Change Diary
- Referral, Follow-Up, and Recordkeeping Plan



Day 5: Insurance Agent Practice

- Exercise: Professional Conduct Case Review
- Exercise: Customer Discovery and Needs Interview
- Exercise: Product Comparison and Disclosure Explanation
- Exercise: Quotation, Objection, and Renewal Conversation
- Capstone Exercise: Insurance Agent Practice File

Practical Exercises

The course includes the following suggested activities:

- Suggested activity: conduct a customer discovery conversation and document risks, priorities, affordability, and consent.
- Suggested activity: compare product features, coverage, exclusions, and customer fit before preparing a controlled recommendation.
- Suggested activity: explain a quotation, handle an objection, recognize a complaint, and record the correct handoff.
- Suggested activity: assemble conduct, needs, product, application, renewal, referral, and recordkeeping evidence into one agent file.

FAQs

Who suits insurance agent skills and professional practice training, and what does it assume?

Insurance agent skills training suits agency, sales, advisory, relationship, support, and supervision functions and assumes practical exposure to customer or policy communication.

How does insurance agent practice training differ from general insurance operations training?

Insurance agent practice training focuses on the customer-facing journey from discovery and needs analysis through explanation, recommendation, application, renewal, and service, while general insurance operations covers insurer-wide underwriting, policy, claims, and financial processes.

Why is insurance needs analysis important for an agent?

Insurance needs analysis connects customer circumstances, exposures, priorities, affordability, and existing protection to a documented basis for explaining and comparing suitable coverage options.



What records support professional insurance agent practice?

Professional insurance agent practice uses records of customer information, needs, consent, product comparisons, disclosures, quotations, applications, communications, complaints, renewals, referrals, and follow-up actions.

How should an insurance agent handle a customer complaint?

An insurance agent should recognize dissatisfaction, record the facts, avoid unsupported promises, explain the complaint route, escalate to the responsible function, and maintain a traceable follow-up record.

Conclusion

Participants take back an Insurance Agent Practice File containing conduct guides, customer profiles, needs records, product comparisons, disclosures, quotations, applications, complaint logs, renewal diaries, and follow-up plans. The file turns customer conversations into a traceable professional workflow. It supports consistent recommendations, documentation, service handoffs, renewals, and supervision.