

Job Description

Job Title:		Date:	
Insurance Producer			
Dept/Business Unit:		Supervisor:	

Purpose of Job:

- To drive our agency's growth, we are seeking dynamic, aggressive sales professionals to generate new and recurring revenue through the sales of commercial insurance products.
- To uphold LaPorte's reputation for delivering superior service, industry expertise and measurable results to commercial clients.

Responsibilities:

- Generate new business by leveraging existing relationships, prospecting, conducting market analysis and cold calling potential customers.
- Demonstrates honesty and integrity in working with the insurance markets LaPorte represents.
- Expand revenue within current accounts by promoting additional lines of coverage.
- Retain existing business by delivering results and superior service. Act as a trusted advisor to clients regarding any insurance-related issue.
- Develop or maintain centers of influence through local connections.
- Maintain a level of professionalism working in concert with LaPorte staff.
- Establish yourself professionally to be a top Producer in your market.
- Establish premium payment arrangements according to agency policy, accepting accountability for outstanding receivables (agency bill only).
- Maintain technical insurance skills through continuing education (CPCU, CIC).
- Perform special projects at management's request.
- Achieve superior internal customer satisfaction by performing the job in such a manner that co-workers consider it a pleasure and privilege to work with you.

Job Qualifications:

- Minimum 1 year of strategic sales experience.
- Ideally, a Bachelor's degree and 2-5 years of sales experience.
- All property and casualty and benefits insurance licenses required by the Department of Insurance.
- Proven track record of closing new business and exceeding sales targets.
- Ability to push past rejection to achieve results.
- Drive, empathy, energy and integrity combined with the ability to influence others.
- Demonstrated effective presentation skills supported by excellent verbal and written communication.

Created by:

Created/updated on:

Human Resources Approval: _____