

# COVER PAGE

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**Name of Provider:** Building Competent Insurance Agents Association

**Comment [JJ1]:** Enter name of Business

**Name of Course:** Communicating Insurance to Consumers for Comprehension

**Comment [JJ2]:** Enter the title of the course

**Targeted audience:** General lines agents that are new in the business

**Comment [JJ3]:** Who are you presenting to? Examples: life agents, general lines agents, adjusters. Beginners or more experienced?

**Course Objective:** To teach insurance agents how to communicate the terms of insurance contracts to their customers for comprehension.

**Comment [JJ4]:** At the end of the course, what new knowledge and/or skill will your participants be leaving with?

**Course Relevance:** Many consumers express that they do not understand the type of coverage that was sold to them. They aren't clear of the provisions of their policy. This makes it difficult for them when it comes time to making a claim. Since most consumers rely on their agent to bridge the knowledge gap it is important that Insurance agent know how to explain various contractual allowances to their clients.

**Comment [JJ5]:** Summarize how your course material is relevant to the line of work of your target audience. How does it increase the professionalism, ethics, and competence needed to perform their primary responsibilities to the public?

**Study Method:** Classroom

**Comment [JJ6]:** Will this be in a classroom format, seminar, self study online, correspondence, or webinar?

# Outline

**Comment [JJ7]:** One page of outline material for each hour of study.

## I. Introduction

5 Min

Discussion on unauthorized entities

**Comment [JJ8]:** Include time. Time blocks should be no longer than 50 minutes.

## II. Main Point 1

10 Min

### a. Sub Point 1

i. Relevant cases or examples – when applicable

ii. Relevant cases or examples – when applicable

### b. Sub Point 2

### c. Sub Point 3

**Comment [JJ9]:** Not required for courses that are exclusively for Adjusters, Title Agents, or Bail Bond agents.

**Comment [JJ10]:** Describe the case studies and examples you will be using.

## III. Main Point 2

10 Min

### a. Sub Point 1

i. Relevant cases or examples – when applicable

ii. Relevant cases or examples – when applicable

### b. Sub Point 2

### c. Sub Point 3

## IV. Main Point 3

10 Min

### a. Sub Point 1

i. Relevant cases or examples – when applicable

ii. Relevant cases or examples – when applicable

### b. Sub Point 2

### c. Sub Point 3

## V. Main point 4

15 Min

### a. Sub Point 1

i. Relevant cases or examples – when applicable

ii. Relevant cases or examples – when applicable

### b. Sub Point 2

### c. Sub Point 3

Break

10 min

**Comment [JJ11]:** Include a 10 minute break for each hour of time.

**Total Instruction Time** 50 min

**Total Break Time** 10 min

**Total Time** 60 min

**Comment [JJ12]:** Summarize total time. 50 minutes of instruction and 10 minutes of break equals one hour of CE.