

SILA: Ethics for Professionals Designation Course

Course Description

With life insurance, agents are promising clients that when the need arises somewhere in the future, a benefit will be paid in a timely manner. In order to ensure this happens, the industry has set forth standards and practices as an outline and definition of an agent's responsibilities in all facets of his/her business. This course enables agents to make good on everything they tell their clients.

Chapter 1 Introduction

Ethics in the Insurance Industry

Chapter 2 Ethical Standards and Practices

Responsibility to the Insurer; Responsibility to the Policyholder; Responsibility to the Public

Chapter 3 Ethical Insurance Professionals

Agent versus Broker versus Producer; Advertising and Marketing

Chapter 4 Producer Responsibilities

Selling to the Needs of the Client; Quality Service; Delivering on the Promise; Relationships

Chapter 5 Common Violations and Enforcement

Common Violations; Enforcement; Summary