

Combined Insurance Survey Reveals Top Job Differentiators for New Sales Agents

Release Date:

Monday, August 12, 2013 9:02 am EDT

Terms:USA**Dateline City:**

GLENVIEW, Ill.

Agent preferences include effective sales training and opportunities for career advancement

GLENVIEW, Ill.--(BUSINESS WIRE)--A Combined Insurance survey of more than 400 of its new sales agents, reveals that sales training and career advancement opportunities rank top when applying to and choosing an insurance sales employer.

Combined Insurance, a leading provider of individual supplemental accident, disability, health and life insurance products and part of the ACE Group of Companies, reports that the survey also revealed from what industries respondents had come, what factors motivated their search for new employment, and why they chose the company.

"These survey results are very insightful for us as we continue our recruiting initiatives to hire new agents and sales managers this year," said James Coleman, senior vice president, chief marketing officer for Combined Insurance. "In fact, the data provided by our new recruits can be helpful for any sales organization looking to power up its sales force, because it gives a better understanding of what job hunters are looking for – whether it is a first job, an upward move, or a career change."

Asked to rank the importance of specific decision factors in their search for sales employment, respondents cited the following as very important:

- Sales Training – 96.7 percent
- Career Advancement Potential – 87.2 percent
- Retirement Savings Plans – 83.7 percent
- Employer-Provided Sales Leads – 83.2 percent
- Employer-Provided Health Insurance Benefits – 79.5 percent

Combined Insurance's new hires represent a diverse cross-section of sales-oriented job seekers. Ages range from the 20s through 50-plus, with the majority having education beyond high school. In addition, 63 percent of those surveyed were already employed when they chose the position with Combined Insurance and most of those who responded as unemployed, had been so for only one to four months.

The survey also revealed that more than 90 percent of respondents had previous sales experience of some kind, with just over 50 percent having prior insurance industry experience. Other top sales experience categories included retail, financial services, banking, and real estate.

Respondent reasons for choosing Combined Insurance over other insurance sales opportunities showed training and career advancement to be top differentiators.

"It also was very insightful to learn that the majority of survey respondents cited the quality of our products and customer focus, strong sales training, agent-friendly environment, and opportunities for career advancement and financial security as top reasons they chose to work for Combined Insurance," noted Coleman. "It's our talented sales people who have helped build Combined Insurance into a strong, respected company. So we have made it our top priority to provide exceptional training and offer opportunity to advance because we know that it's our sales force that will continue to help drive our growth into the future."

For more information about Combined Insurance's sales opportunities visit: www.combinedinsurance.com/careers.

About Combined Insurance

Combined Insurance is a leading provider of individual supplemental accident, disability, health and life insurance products and part of the ACE Group of Companies. With a field sales force and corporate staff in excess of 5,000 people worldwide, Combined Insurance meets the growing coverage needs of policyholders around the globe. For more information, call 1-800-490-1322 or visit www.combinedinsurance.com.

About ACE

The ACE Group is one of the world's largest multiline property and casualty insurers. With operations in 53 countries, ACE provides commercial and personal property and casualty insurance, personal accident and supplemental health insurance, reinsurance and life insurance to a diverse group of clients. ACE Limited, the parent company of the ACE Group, is listed on the New York Stock Exchange (NYSE: ACE) and is a component of the S&P 500 index. Additional information can be found at: www.acegroup.com.

Language:

English

Contact:

Combined Insurance
Leslie Beyer, 847-953-8266
leslie.beyer@combined.com

Source URL: <http://news.acegroup.com/press-release/usa/combined-insurance-survey-reveals-top-job-differentiators-new-sales-agents>