Professional Communication in Underwriting

Life, CI & Disability Insurance

Gen Re Medical Underwriting Programme — Advanced Level

The Gen Re Medical Underwriting Programme

Underwriting plays an important role at all life insurance companies. With the deregulation of the market, higher sums insured and the rising complexity of medical cases the demands placed on underwriters have increased in recent years. Only an underwriting specialist is capable of meeting these high demands.
 Gen Re Business School has developed a comprehensive training programme for underwriters to help them develop their theoretical knowledge and practical expertise.

The Advanced Level Programme

In addition, we offer modules for the advanced level. Theoretical input on the subject is followed by workshops, exercises and discussions helping the practical implementation. The concept is complemented by self study work after the seminar.
Each course takes place in Cologne, Germany and will be held in English language. On successful completion of the course programme participants will receive the certificate for the advanced level.

CUS – Professional Communication in Underwriting
CII CPD accredited programme

Service and Fees

Seminar fee: € 2.000,-
VAT may be charged on a country-specific basis

These fees include the following services:

- Participation in the courses
- Participation in the e-learning programme
- Comprehensive seminar materials (folders, self studies)
- Meals (lunch and coffee breaks)
- Individual correction of the tests and self tests as well as proposed solutions
- Gen Re Business School certificate for each module

Preconditions:

- CUS certificate (Certified Underwriting Specialist – CII CPD accredited programme) *or* Advanced underwriting skills (a minimum of 5 years experience)
- Good command of English

Gen Re Business School | Medical Underwriting Programme – Advanced Level

Underwriting is a complex process. Decisions need to be based on scientifically proven facts (evidence-based underwriting), including all possible information sources (doctors reports, underwriting manuals). Professional and effective communication is an integral part of every stage of the underwriting process. While keeping in mind the company's as well as the customer's benefits the underwriter needs to

- Collect all necessary information from the agent/client
- Use questioning and listening techniques
- Know the communicative specifics of telephone conversations
- Professionally explain and justify the underwriting decisions made to the agent/client
- Cope with difficult conversational partners

Seminar participants will learn and practice appropriate argumentation techniques in regular and challenging situations. Continuous personal feedback from the trainers helps the participants develop new perspectives and improve their communication skills.

Professional Communication in Underwriting – Date to be announced

The importance of relationships in business
- Building Rapport
- Empathy

Questioning & listening
- Competence profile
- Strategic questions and active listening
- Questioning and listening in the practice of underwriting

Justifying underwriting decisions
- Making underwriting decisions
- Dealing with agents/clients/doctors
- Argumentation theory
- The art of persuasion
- Challenges in underwriting
- Strategies to win business
- Assertiveness
- Using argumentation in underwriting

Skills will be practised by simulation of real underwriting situations

Contact

We will be happy to answer all your questions.

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The people behind the promise®

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