



South Dakota High Demand & High Wage Career

Career Cluster: Finance



Insurance Sales Agents

Standard Occupational Code 41-3021

What They Do

Contact potential customers and sell one or more types of insurance. Just a few examples are home, renter's, automobile, life, health, crop and extended care. Insurance sales agents explain various insurance policies and help clients choose plans that suit them.

Is This For You?

Work Interests are described in the following categories (compatible with Holland's Model). People who tend to succeed in this career are:

Enterprising (Persuaders) — Like to influence, persuade or lead people and manage others. They enjoy working on a team toward goals, competition and business-like activities.

Conventional (Organizers) — Detail oriented and organized. They like to analyze data, keep financial records and do research. They can be counted on to be accurate and enjoy structure and closure.

Work Values are aspects of work that are satisfying to you. The following work values are generally associated with this career.

Independence — Allow employees to work on their own and make decisions.

Relationships — Provide service to others and work with co-workers in a friendly, non-competitive environment.

Achievement — Results oriented, allow use of strongest abilities and provide feeling of accomplishment.

Abilities reflect a person's aptitude to acquire skills and knowledge. The following abilities are important for success in the career.

- Oral Comprehension
- Oral Expression
- Written Comprehension
- Speech Clarity
- Speech Recognition
- Written Expression
- Near Vision

Basic Skills You Need

- Reading Comprehension
- Active Listening
- Speaking
- Critical Thinking
- Persuasion
- Writing
- Time Management
- Service Orientation
- Negotiation
- Social Perceptiveness

Education & Training

To be competitive in the job market, some postsecondary education in a sales or business program is recommended for insurance sales agent positions. The most important quality is often a proven record in sales and the ability to establish a relationship with customers.

South Dakota Employment & Wages

2020 Workers	2030 Workers	Numeric Change	Percent Change	Average Annual Demand for Workers	Annual Median Wage	Annual Average Wage
2,694	3,014	320	11.9%	287	\$60,474	\$66,372

Additional References

Labor Market Information Center

www.dlr.sd.gov/lmic

Career OneStop

www.careeronestop.org

O*Net Online

www.onetonline.org

mySkills myFuture

<https://www.myskillsmyfuture.org/>

Auxiliary aids and services are available upon request to individuals with disabilities. U.S. DOL funded. For details, see dlr.sd.gov/lmic/eta_grant.aspx.

Printed on recycled paper. 

Recommended Levels* for the National Career Readiness Certificate

Applied Math	4
Workplace Documents	5
Graphic Literacy	5

*Using the median skill level.

Where They Work

The South Dakota industries which employ the largest number of insurance sales agents are:

- Insurance Carriers and Related Activities
- Self Employment
- Credit Intermediation and Related Activities

Provided By

Labor Market Information Center
SD Department of Labor & Regulation
605.626.2314

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August
2022