



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 Styles (personality tendencies) of people who perform well in this occupation have:

Initiative — A tendency to be proactive and take on extra responsibilities and tasks that may fall outside of one's required work role.

Self-Confidence — A tendency to believe in one's work-related capabilities and ability to control one's work-related outcomes.

Perseverance — A tendency to exhibit determination and resolve to perform or complete tasks in the face of difficult circumstances or obstacles at work.

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

Work Activities

- Establishing and Maintaining Interpersonal Relationships
- Getting Information
- Selling or Influencing Others
- Working with Computers

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.

A registered apprenticeship is another option for preparing for this occupation. To learn more, visit StartTodaySD.com or contact your local Job Service office to get started.

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
- Merchant Wholesalers, Nondurable Goods

South Dakota Employment & Wages

2024 Employment	2034 Employment	Numeric Change	Percent Change	Average Annual Openings	Annual Median Wage	Annual Average Wage
2,758	3,032	274	9.9%	252	\$71,990	\$82,200

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/>

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Labor Market Information Center
South Dakota Dept. of Labor and Regulation
605.626.2314

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August
2026