



# Producer Sales Authorization

For Carriers

Producer lifecycle management refers to all the activities required to get and keep your agents authorized to sell insurance. Keeping agents authorized to sell insurance involves not only meeting regulatory requirements, but also knowing the correct combination of license, education, and contract that an agent needs in each individual state. Vertafore's Sircon solutions simplify and accelerate producer lifecycle management by automating the tasks required to achieve and maintain sales authorizations throughout the lifecycle of an agent's career. Our vision is to empower the insurance industry to improve business efficiency by simplifying and accelerating producer sales authorization; and to make better business decisions faster based on increased visibility into sales channels.



# How Real-Time Insights Ensure Business is Booked and Paid

## Sales Can't Wait for Compliance

Ensuring that your sales channel is authorized to sell is a critical yet increasingly complex and costly imperative for doing business.

Answering the question, “Does this producer have the right credentials for the particular sales event he or she is performing?” is a largely manual process that lengthens quote-to-issuance cycle time. Licensing specialists must visit multiple databases, wade through a long list of out-of-date producer credentials, and navigate complicated, and rapidly changing, state regulations. A delay in authorizations can equal lost sales.

While speed in booking business is important, getting the sales authorization question wrong—or not checking at all—can mean costly market conduct examinations.

The industry trend of “just-in-time” sales authorization promises to reduce costs and increase speed to market for carriers. There is a price, however, since state variations and complex rules surrounding just-in-time authorizations increase the risk of errors and violations. In addition, documentation on authorization rules is often lacking, resulting in inconsistent manual processes.

## Timing is Everything

In a best-case scenario, insurance carriers could simply, quickly, and accurately answer the question of whether or not a producer is authorized to sell at a sales activity, such as a quote, submit policy application, bind policy or pay compensation, occurs.

Producer Sales Authorization, a function available in Siron Producer Manager, monitors sales activities and helps determine the producer’s authorization status in real-time by comparing the product type (complying

with ACORD standards), state, underwriting company, and sales event with an up-to-date rules engine.

Producer Manager also queries the appropriate data sources to ensure that the most accurate information is used to determine whether or not a producer is authorized.

Each authorization request triggers a simple yes or no answer to the question: “Is this producer authorized to sell?” that can verify each of the following credentials:

- Licenses
- Lines of authority
- Appointments
- Product-specific education
- Securities registrations

If the producer is authorized, the sales event continues without interruption. If the producer is not authorized, Producer Sales Authorization can automate the processes to correct authorization failures and turn a “no” into a “yes.”

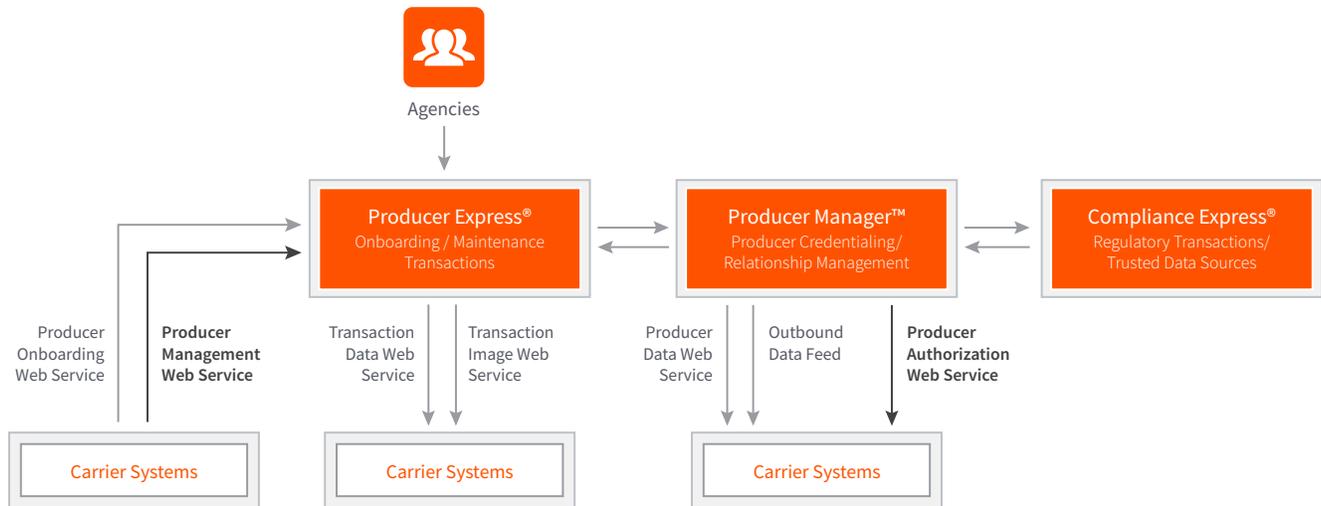
Automating producer sales authorization eliminates manual intervention of routine tasks and ensures that processes are handled correctly every time, even by temporary staff or new hires.

The screenshot shows a dialog box titled "Authorization Result" with a close button (X) in the top right corner. The main heading is "This producer was NOT authorized." Below this, there are two sections:

- Appointments and Affiliations**: Indicated by a red 'X' icon. It states "At least one of the following groups of appointments and/or affiliations are required:" and lists two groups:
  - Appointment:** Casuality (with a red 'X' icon), Property (with a red 'X' icon)
  - Appointment:** Personal Lines (with a red 'X' icon)
- License / LOA**: Indicated by a green checkmark icon. It states "The following license and line of authority combinations satisfied this requirement:" and lists:
  - License:** Resident Producer
  - Lines of Authority:** Casuality, Property

At the bottom, a legend indicates that a red 'X' icon means "Missing element causing an item to fail." There are two buttons at the bottom: "Re-Check Authorization" and "Cancel".

# Producer Sales Authorization Process



## Producer Sales Authorization Benefits

- Cost-effectively helps ensure producers are authorized to sell
- Reduces quote-to-issuance cycle time
- Streamlines the producer lifecycle by verifying licenses, lines of authority, appointments, product-specific education, and securities registrations
- Enables authorization overrides so that producers under review cannot submit business
- Corrects authorization failures to turn a “no” into a “yes”
- Supports complex just-in-time authorizations with consistent, repeatable processes
- Monitors producer activity in real time
- Self-service configuration of authorization profiles deliver quick turn-around time on changes to your business
- Rules engine allows staff to focus on exceptions rather than routine processing
- Integration with new business, compensation, and other distribution management systems

Carriers can redeploy resources normally spent managing producer sales authorizations to higher value activities like developing innovative products and services, new delivery channels, and delivering better sales channel service, enabling you to stand out from your competition.

### Key Features of Producer Sales Authorization:

- Automated authorization corrections for appointments and license applications
- Product type, state, carrier, and sales event comparisons
- Real-time sales activity monitoring
- Regulatory mappings
- Authorization rules engine
- Appointment and affiliation settings
- Education credential administration
- Authorization verification history
- Easy-to-use user interface
- Carrier system integration
- Producer authorization web service

### Insights Support Growth

Real-time monitoring of producer sales authorization status not only eliminates manual processes and reduces quote-to-issuance cycle time, but also delivers insight that can drive carrier marketing, sales strategies, and product delivery approaches. It also helps ensure that the right producers are available to sell the right products at the right time.

Producer Sales Authorization includes both a detailed and summary authorization verification history. Armed with statistics on authorization requests by product type, state, authorization result, and error condition, the licensing department can follow up with producers who fail an authorization check or initiate an on-boarding request or license application if a producer fails to submit a policy application.

At a glance, carriers can view the producers who are authorized to sell a particular product in a particular state and use that information to address problem areas and proactively respond to business and market events. For example, insight into compliance weaknesses in a region enables carriers to make adjustments to ensure that sales force coverage supports marketing’s product rollouts and carrier sales goals. Licensing services and sales departments can work together and support each other’s efforts.

The screenshot shows the Vertafore Producer Manager interface. At the top, there is a navigation bar with the Vertafore logo, the text 'Vertafore Producer Manager™', and a user status indicator 'Logged in as Patrick Supervisor Logout'. Below the navigation bar are several menu items: Licensing, Companies, Inquiries, Express Services, and Administration. A search bar labeled 'Producer Quick Search' is also present.

The main content area is titled 'Authorization Verification History' and contains a table with the following data:

Producer	Context	State	Product	Writing Company	Sales Event	Result
MULTIFAMILY COMMUNITY INS AGENCY INC (MD) EIN: 11-1222333   BU: P&C	Auth ID: 46101 Source: Verify Auth User: Joe Nix	Alabama	Homeowners	Acme Insurance	Submit Policy Application	✔ Authorized
MULTIFAMILY COMMUNITY INS AGENCY INC (MD) EIN: 11-1222333   BU: P&C	Auth ID: 46100 Source: Verify Auth User: Joe Nix	Alabama	Homeowners	Acme Insurance	Submit Policy Application	✔ Authorized
MULTIFAMILY COMMUNITY INS AGENCY INC (MD) EIN: 11-1222333   BU: P&C	Auth ID: 46099 Source: Verify Auth User: Joe Nix	Alabama	Homeowners	Acme Insurance	Submit Policy Application	✔ Authorized
MULTIFAMILY COMMUNITY INS AGENCY INC (MD) EIN: 11-1222333   BU: P&C	Auth ID: 46098 Source: Verify Auth User: Joe Nix	Alabama	Homeowners	Acme Insurance	Issue Policy	✘ Not Authorized

## Simple Integration

Using an interface that speaks the same language as policy and distribution systems, Producer Sales Authorization integrates easily into existing carrier systems, eliminating the interpretation of appointment, license, LOA, education, and securities registration codes. IT staff provide a few key fields rather than developing complex programming.

With an easy-to-use interface and configurable rules engine, Producer Sales Authorization helps ensure that carrier rules are followed consistently. As state rules change and become more complex, carriers can easily incorporate updates without IT resources or vendor support. Carriers gain the flexibility to interpret

just-in-time authorization rules by state and configure whether state registered affiliations are permitted in lieu of an appointment.

Users can check regulatory mappings for each ACORD product type directly from the Producer Sales Authorization interface and view licenses, lines of authority, appointment types, and securities registrations mapped by the Vertafore Regulatory and Compliance Services (RCS) team.

Producer Sales Authorization is the fastest and most effective way to get and keep producers authorized to sell. Real-time, actionable insight into the authorization status of each producer supports carrier decision-making, saving resources, increasing revenue, and accelerating time to market.


**Producer Manager™**

Logged in as **Patrick Supervisor** [Logout](#)

Licensing ▾ Companies ▾ Inquiries ▾ Express Services ▾ Administration ▾
Producer Quick Search

### Appointment and Affiliation Settings

The following settings represent when your business policies require appointments and/or state-registered affiliations to be present in order to do business.

	Sales Event	Individuals		
		Require Affiliation	Require Appointments <sup>1</sup>	Appoint-via-Affiliation
<b>Alabama</b>	Request Quote	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<sup>1</sup> Appointment requirement is satisfied by: <input type="radio"/> Appointments or a State-Registered Affiliation <input checked="" type="radio"/> Appointments only
	Submit Policy Application	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
	Issue Policy	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
	Pay Compensation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
<b>Alaska</b>	Request Quote	<input type="checkbox"/>	<input type="checkbox"/>	<sup>1</sup> Appointment requirement is satisfied by: <input type="radio"/> Appointments or a State-Registered Affiliation <input checked="" type="radio"/> Appointments only
	Submit Policy Application	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
	Issue Policy	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
	Pay Compensation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
<b>American Samoa</b>	Request Quote	<input type="checkbox"/>	<input type="checkbox"/>	<sup>1</sup> Appointment requirement is satisfied by: <input type="radio"/> Appointments or a State-Registered Affiliation <input checked="" type="radio"/> Appointments only
	Submit Policy Application	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
	Issue Policy	<input type="checkbox"/>	<input checked="" type="checkbox"/>	



For more information  
about Producer Sales  
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