

LIMRA Talent Solutions International

International Quality Award

The **International Quality Award (IQA)**, **International Award for Productivity (IAP)**, and **International Quality Management Award (IQMA)** drive individual and agency success by:

- Providing a structured progression of highly regarded international awards that reward and recognize producer achievement in productivity and persistency
- Creating clear standards for measuring and awarding success that will shape your sales culture
- Giving producers a clear path to professional development
- Increasing retention of your top performers through sought-after reward and recognition

PRODUCERS

Motivate and reward the producers who contribute to the success of your organization.



MANAGERS

Recognize and reward your top-performing managers.



The **LIMRA International Quality Award (IQA)** motivates and rewards producers who contribute to your company's success through their sales volume and quality business.

Participants who earn the IQA designation are able to:

- Earn international recognition
- Help build trust with customers
- Increasing their customer base
- Write and promote quality business on a day-to-day basis

Target Audience:

- Exclusively available to agents of LIMRA member companies
- Agents with qualifying performance in both production levels and persistency rates (Vary by country)
- Agents who want to earn the IQA recognition as a mark of their professionalism, competence, and leadership in today's insurance marketplace

Those who earn this prestigious award will receive:

- Certificates or plaques upon qualification and every five years following. Seals or medallions are awarded during intervening years.
- **Display the IQA digital badge of professional excellence on their business cards and/or emails. Digital badges are now verifiable on the verify.limra.com website — *NEW IN 2020!***

LIMRA's IQA is recognized worldwide as a mark of professional excellence in our industry. It is not a one-year-only award. Agents will strive to qualify for the recognition yearly by demonstrating superior performance levels and persistency rates — contributing to individual and agency success and a quality client experience.

For more information contact TalentSolutionsInternational@limra.com

DETERMINING ELIGIBILITY

How Do You Determine Eligibility?

This below table is a sample.

For actual eligibility requirements by country, please contact for local LIMRA representative.

Sample Calculation Criteria for 2020 Qualification (based on 2018-2019 results)	Explanation
Silver: Minimum 30 Policies Written Per Year in Two Consecutive Years	Minimum 30 Policies in 2018, 30 Policies in 2019 = 60 in total for the two years
Gold: Minimum 50 Policies Written Per Year in Two Consecutive Years	Minimum 50 Policies in 2018, 50 Policies in 2019 = 100 in total for the two years
Platinum: Minimum 100 Policies Written Per Year in Two Consecutive Years	Minimum 100 Policies in 2018, 100 Policies in 2019 = 200 in total for the two years
Continuing qualification	After first qualification, the ongoing period is measured on a 2 year rolling basis. For example 2020 qualification period is measured on 2018 and 2019 performance
Silver, 90% Persistency Rate Gold, 91% Persistency rate Platinum, 92% Persistency rate	Company 13th Month Persistency rate

Agents receive a certificate, plaque, medallion or seal along with a license to display the IQA digital badge of professional excellence on their business cards and websites.

