

College of Insurance

Insurance Institute of India, Kolkata

Workshop on Communication Skills for frontline Marketeers (CT-WCS), (On: 10th September, 2024)

Program Concept and Objectives:

The sale of life insurance is widely regarded as a challenging task. This difficulty arises not only due to the inherent nature of the product, which is intangible, but also because insurance is generally perceived as a low priority among an individual's basic needs. The thought of not being present does not motivate individuals to seek insurance; instead, they tend to avoid the subject altogether. Recognizing this, there arises a need for someone to intervene, actively convincing individuals that insurance is indeed one of the fundamental needs. This intermediary is commonly known as an insurance advisor.

But many Insurance advisors struggle to make impactful sales presentations whereas some of the successful ones engage in lively and persuasive selling techniques. Recognizing this, the College of Insurance, Kolkata has designed a one-day classroom program where participants can gain insights on tried and tested communication skills from successful insurance salespersons. These sessions aim to provide participants with the hands-on experience and strategies employed by accomplished insurance agents. Participants can learn how these agents effectively communicated the importance of insurance first by building rapport and then carefully proceed to uncover the needs and then presenting the insurance solutions and deftly close the sale while creating right emotions and life long bond.

Key Takeaways from the Program:

The participants of the program will gain the knowledge and insight into the following

- Overview of Insurance selling
- How to make insurance selling lively
- Short term & long-term insurance products
- IRDAI Relevant Regulations
- Understanding Psyche of the prospect
- What differentiates ordinary salesperson from extra ordinary salesperson
- How to win hearts of the insured
- Financial & Economic Environment
- Difference between insurance and investment
- Insurance as long term contract



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- Insurance Salesperson as foundation stone of the insurance companies
- A Master Salesperson

Participant Profile:

Life Insurance Agents and all those associated in insurance marketing in their various capacities.

Program Coordinator:

Mr Judhajit Sen, Faculty

Email: j.sen@iii.org.in

Program Duration & Timing:

1 day & from 10.00 a.m. to 05.00 p.m.

Program Fees:

- Non-residential participants: Total amount Required –Rs. 2950/- i.e. (Rs. 2500/- plus 9% CGST + 9% SGST).

The fees cover tuition, course material and day boarding (i.e. tea/coffee during tea breaks and lunch for actual days of training).

Payment Terms and Conditions:

- 1) The payment should be received by the College of Insurance before the commencement of the program.
- 2) The confirmation of registration for the program will be subject to receipt of payment.
- 3) Please see below details for Bank Transfer.

Name of the Beneficiary	Insurance Institute of India
Account No.	004010100143462
IFS Code	UTIB0000004
MICR Code	400211002
Swift Code	AXISINBB004
Name of Bank	Axis Bank Ltd
Address	Branch - Fort Branch Address - Universal Insurance Building, Ground Floor, Sir P M Road, Fort, Mumbai – 400001.



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4) For online payment mode by following the below link

https://www.insuranceinstituteofindia.com/o/COI_WebPortal/cmc/eventDetails?eventid=2109

Program Venue, Location and Parking:

Please follow below link for Training Venue

<https://www.google.com/maps/place/Synthesis+Business+Park/@22.599688,88.47241,13z/data=!4m5!3m4!1s0x0:0xec3dd61dcbaa87f5!8m2!3d22.5996878!4d88.4724099?hl=en-US>

Address:

Insurance Institute of India
2nd Floor – 2A & 2C,
CBD/1, Synthesis Business Park,
Action Area II, Newtown,
Kolkata – 700 156.

+ Parking Facility: "Limited Parking Facilities are available"

Program Team:

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