



College of Insurance

Insurance Institute of India, Mumbai

Virtual Training Session on Cutting Edge Marketing Strategies for Branch/Unit Leaders of Life Insurance (CVT-CEMSLLI), (Date: 10th July, 2024)

Program Concept and Objectives:

In the complex business environment of today, branch managers and leaders of marketing units face a very challenging job. As the leader at the local level, he /she has multiple roles –

- + Developing marketing strategies to spread the business and build the brand;
- + Delivering customer value through service and relationships,
- + Creating a high-quality team and developing both people and processes to deliver value
- + Ensuring growth and profitability for the organization

Marketing is ultimately about acquiring and keeping customers through building “wow” experiences. This calls for creating, communicating, and delivering exciting customer value propositions.

COI has created '*Virtual Training (CVT) Rooms*' to conduct training program cost-effectively for participants to equip themselves academically at their respective locations

Key Takeaways from the Program:

This training Program aims to give the knowledge and skills to

- + Achieve targeted business results in the Retail business through effective translation of the business strategy into Branch Plans.
- + Provide leadership and motivation to the Branch team towards raising performance standards, and be a valuable resource to the Company

It covers the following

- + Distribution Deliverables
- + Strategic Marketing Plan & Delivering Business results
- + Resource Management
 - o Operational Cost Management
 - o People Development
- + Customer Relations Management
- + Adherence to regulatory and compliance norms



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Participant Profile:

Branch Managers / Marketing Unit heads with ideally having two & above years of experience in the position.

Program Coordinator:

Mr. Krishnamohan Y

022-6965 4209

Email: ykmohan@iii.org.in

Program Duration & Timing:

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

Program Fees:

The Program Fees: Rs.3,540/- (Rs.3,000/- + 9% CGST + 9% SGST)

How to Enroll:

Please click the below link to register the program

https://www.insuranceinstituteofindia.com/o/COI_WebPortal/cmc/eventDetails?eventid=2075

Certificate of Participation:

Online Certificate in PDF format will be issued to all the participants.

Program Team:

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