

## Classroom Training Session on Impactful Selling Strategies (CT)

13<sup>th</sup> – 14<sup>th</sup> May, 2025

### 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. For many, insurance is not considered a necessity, especially when individuals are focused on meeting their immediate needs with limited resources. The idea of contemplating future needs, particularly those arising from the unforeseen event of one's demise, is often not a priority. 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.

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 has designed a two-day classroom program where participants can gain insights from successful insurance salespersons through direct interaction. These sessions aim to provide participants with the experience and strategies employed by accomplished insurance advisors. Participants can learn how these master salespersons effectively conveyed the importance of insurance to individuals who were initially resistant, and later they not only purchased insurance but also became advocates for insurance, viewing it as a form of social service.

**Key Takeaways from the program:** The participants will get the following:

- Gain a foundational understanding of insurance sales.
- Explore diverse techniques employed in the process of selling insurance.
- Recognize the emotional aspect associated with insurance and its impact on clients.
- Explore the facets of establishing long-term relationships with clients who have purchased insurance.
- Understand the regulatory requirements in insurance sales and post-sale.
- Draw insights from the experiences of accomplished insurance sales professionals.
- Understanding Psyche of the prospect
- Ordinary salesperson vis-a-vis Extra ordinary salesperson
- Winning the hearts of insured
- Insurance Salesperson as ambassador of the insurance companies

### Participant Profile:

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

Program ID : CPL

### PROGRAM DURATION & TIMING:

Duration: 2 days

Time: 10.00 a.m. to 05.00 p.m.

### PROGRAM COORDINATOR:

**Mr. Krishnamohan Y**

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Contact No: 022-6965209

### PROGRAM FEES:

**Residential Participants:**

₹ 11,000/- + GST

**Non-residential participants:**

₹ 8,000/- + GST

**FOR REGISTRATION  
CLICK HERE**

### PROGRAM VENUE:

College of Insurance  
Insurance Institute of India,  
Plot No. C-46, G-Block,  
Bandra-Kurla Complex,  
Mumbai - 400 051.

Please follow the link /  
scan QR Code for  
training venue



<https://qrgo.page.link/qs2Qb>

### Program Team:

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