



College of Insurance

Insurance Institute of India, Kolkata

Classroom Training Session on B2B & B2C in Life Insurance (Business Insurance) (CT-BI)

(On: 7th February, 2025)

Program Concept and Objectives:

The mind set of an individual and the mind-set of a business owner are not similar. The moment business owner enters business center (factory/office/worksites), his concerns will be different. To understand and to appropriately tailor the response, the Agent/Advisor should be able to empathize and think like a business owner. Only when the salesperson appreciates the concerns, worries and anxieties of the business owner that he/she can successfully manage the client and can persuade the client to find the right solution.

Keeping the above background in view, the College of Insurance, Kolkata has designed a one day classroom training program to equip the Advisors/Agents, Marketing Personnel with the Concepts of business Insurance and share the unique marketing techniques to be employed in the context. The program would enable the participants to realize

- New markets for business prospecting
- Growth in ticket size
- Enhance business conversion ratios
- Capable to reach higher targets, productivity and growth rates

Key Takeaways from the Program:

The participants of the program on Business Insurance will gain the knowledge and insight into

- Key Man Insurance, its benefits, the soliciting process, the tax Implications.
- Partnership Insurance-process and tax implications.
- Employer-Employee Insurance: Different types of E-E insurance, its benefits, the tax Implications for the employer and the employee.
- Married Women's property Act (MWP) - Life Insurance business solicitation with regard to MWP Act -The benefits and various scenarios of MWP Act.
- Worksite marketing, the leverage and the benefits.

Participant Profile:

Specified Persons from Corporate agencies, Broking companies sales executives, IMFs, Bancassurance Managers from Banks, Agency Managers from Life Insurance Companies.



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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.

- 4) For online payment mode by following the below link

https://www.insuranceinstituteofindia.com/o/COI_WebPortal/cmc/eventDetails?eventid=2124



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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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Ms. Mrunal Satam		022-69654216