

College of Insurance

Insurance Institute of India, Mumbai

Classroom Training Session on Strategic Selling in Life Insurance (CT-SSLI) (On: 15th July, 2024)

Program Concept and Objectives:

Life insurance selling is considered one of the most challenging professions in the world. Apart from the basic nature of product being intangible it is often the last priority amongst competing needs of the individual. Many individuals do not, in fact, consider the same as a need even as one juggles to fulfil present needs out of their limited resources and so is do not venture into the realm of future needs, especially arising out of unforeseen event of his/her ceasing to exist in this mortal world. The very thought of their not being there does not inspire one to go for insurance, rather he/she keeps avoiding the subject and, therefore, a need is felt for someone in between, who has to skillfully persuade and influence the person to make him/her realize that insurance is one amongst basic needs of an individual and this someone's role is played by the Insurance Advisor.

Successful Insurance Sales persons discover and master over a period, a unique style and approach to in their profession to create positive impact on the Prospects and create a sense of urgency impelling them to take action to manage their risks through insurance. Keeping this background in view, COI has designed this one day classroom program where participants can benefit themselves with experience sharing by successful insurance salespersons of different segments as to how they were able to convince the individuals about their need for insurance and how those who were avoiding even to listen to the word "insurance" have not only bought insurance but also became advocates for insurance for others, considering the same as social service.

Key Takeaways from the Program:

The participants of the program will gain the knowledge and insights 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 insured
- Financial & Economic Environment
- Difference between insurance and investment
- Insurance as long term contract
- Successful Insurance Salesperson as foundation stone of the insurance companies



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Participant Profile:

Life Insurance Advisors and other marketing personnel working in various capacities.

Program Coordinator:

Mr. S. C. Pattanayak 022-69654204 Email: pattanayak@iii.org.in

Program Duration & Timing:

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

Program Fees:

- **Participants requiring residential facilities:** Total amount Required –Rs. 5900/- i.e. (Rs. 5000/- plus 9% CGST + 9% SGST).

The fees cover tuition, course material, A/C single room accommodation in the Institute's campus and full boarding (bed tea/coffee, breakfast, lunch, light refreshments in the evening and dinner). All rooms are fully furnished with attached bathroom and Internet facility.

Rooms are reserved from 12.00 noon onwards the day prior to the commencement of the program. The participants can stay till 12.00 noon next day after the conclusion of the program.

- **Non-residential participants:** Total amount Required –Rs. 4248/- i.e. (Rs. 3600/- 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.

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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=2148

Program Venue, Location and Parking:

Program Venue:

College of Insurance,
Insurance Institute of India,
C-46, G-Block, Bandra-
Kurla Complex,
Mumbai - 400 051 India.

Please follow the link /
scan QR Code for
training venue.



<https://qrگو.page.link/qs2Qb>

Public parking available at 5 minutes walking distance (Behind US Consulate).

Program Team:

Ms. Nilambari Bagde	college_insurance@iii.org.in	022-69654234
Mr. Sujay Mahadik		022-69654251
Ms. Akshara Nagpal		022-69654266
Ms. Jayashree Salian		022-69654249
Ms. Mrunal Satam		022-69654216