



College of Insurance

Insurance Institute of India, Mumbai

Classroom Training Session on Suitability Assessment and Product Recommendation (CT-SA&PR) (From: 12th to 13th September, 2024)

Program Concept and Objectives:

Selling insurance is unlike selling FMCG product as the same is intangible. Further, Life Insurance Products are facing cut throat competition with all financial products and are struggling to carve out its own unique value proposition. Tech Savvy New Gen Customers pose a different kind of challenge both in terms of values and preferences. The time is ripe for professionalizing all our Life Insurance field force so that they adopt a scientific and systematic approach to selling while complying with regulatory requirements of Suitability Assessment and Product Recommendation. They have to switch from transactional approach to a process approach of creating rapport and earning the trust of these buyers so that the insurance needs are uncovered and appropriate solutions are recommended.

With this background in mind, the College of Insurance has designed a two day work shop mode training program to impart the knowledge and skills of scientific insurance selling process.

Key Takeaways from the Program:

The program offers the following four modules in the workshop mode with case studies and simulations to cover the life insurance sales process so that the participants are equipped with knowledge and skill to be professional marketer.

- What is selling and Need based Selling including Life Stage Needs
- Regulatory Requirements in Selling
- Building Rapport with prospect
- Uncovering the needs & Presenting Solutions
- Objection Handling
- Closing the Sale and thereafter

Participant Profile:

- Agency managers and Branch Managers to create agency teams of high productivity.
- Sales Officers of direct sales channels, Banca Channels, Broking Channels, IMF and other distribution channels.

Program Coordinator:

Mr. Krishnamohan Y

022-69654209

Email: ykmohan@iii.org.in



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Program Duration & Timing:

2 days & from 10.00 a.m. to 05.00 p.m.

Program Fees:

- **Participants requiring residential facilities:** Total amount Required –Rs. 11800/- i.e. (Rs. 10000/- 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. 8496/- i.e. (Rs. 7200/- 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=2193

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