



Insurance Institute of India, College of Insurance, Kolkata

Virtual Training Session on Understanding Consumer Behaviour in Insurance Sales Management (CVT) - 12th June, 2025

Program Concept and Objectives:

Consumer behaviour plays a crucial role in shaping the landscape of the insurance industry, exerting influence across all facets of sales and management. To effectively navigate this terrain and thrive in the competitive Life Insurance industry, it is imperative for insurance companies to comprehend the intricacies of consumer behaviour, spanning elements such as the psychology of insurance purchases, risk aversion, loss aversion, perceived value, trust, behavioural economics, decision heuristics, and the impact of technology and social media. Technological Evolution and shifting market dynamics necessitates the implementation of a customer-centric approach, the integration of digital technologies to ensure a seamless customer journey, the cultivation of trust through transparency, responsiveness to emerging trends, and the adjustment of sales approaches to align with evolving consumer preferences. Establishing lasting relationships with consumers becomes paramount for insurers to successfully strategize and explore the nuances of the Insurance Sales Management System, all the while remaining attuned to consumer needs and preferences.

Keeping the above background in view this program is designed to delve into the intricate relationship between consumer behaviour and insurance sales management, shedding light on pivotal factors that shape purchasing decisions. The aim is to provide participants with valuable insights and effective strategies for success in this dynamic landscape.

COI has created '**Virtual Training (CVT) Rooms**' as a cost-effective mechanism for participants to equip themselves academically at their respective locations.

Key Takeaways from the program:

- Emerging Market Trends and shifts in consumer behaviour
- Social Media Marketing and its role in influencing consumer decisions and strategies for effective social media marketing
- Use of Big Data in Personalized Marketing and how big data analytics can be leveraged to tailor marketing strategies, ensuring a personalized approach that resonates with individual consumer needs
- Customer-Centric Approach and focusing on meeting their unique needs and expectations for long-term relationships and loyalty.

Participant Profile: Junior and Middle level Executives and officials more specifically those working in Digital Marketing/ Direct Marketing/ Conventional Marketing and CRM Department.

Duration	Date	Time (IST)	Hours
One Day	12 th June 2025	10.30 hrs. - 1.30 hrs.	3 Hours

Program Fees: ₹ 1770/- (₹ 1500/- plus 18% GST)

Program Coordinator: Mr. Sreekanta Patra (Email: patra@iii.org.in, Contact No: 9830353114)

How to enroll: [Click here for Registration](#) and for any help/queries please mail to college_insurance@iii.org.in

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

Program ID : CPL

Program Team:

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