Insurance Institute of India, COI, Kolkata

# Virtual Training Session on
# Strategic Marketing of Life Insurance Products Using Financial Need Analysis (CVT)
# 7th December 2026

## Program Concept and Objectives:

The marketing of life insurance products has progressively shifted from transactional selling to advisory-driven engagement. In an increasingly competitive and informed marketplace, customers expect personalised financial solutions rather than generic product pitches. Against this backdrop, Financial Need Analysis (FNA) emerges as a powerful strategic tool for aligning life insurance offerings with the specific financial goals, risk exposures and life-stage requirements of individuals.

Financial Need Analysis is a structured and systematic approach to assessing a client's present financial position, future obligations, income streams, liabilities, risk exposures and long-term aspirations. It provides a scientific foundation for recommending appropriate protection, savings, investment, retirement and wealth transfer solutions.

Strategic marketing through FNA enables insurers and intermediaries to move beyond product-centric selling toward goal-based financial planning. It enhances credibility, strengthens client trust, improves persistency ratios and promotes ethical sales practices in compliance with regulatory expectations.

In the context of life insurance, FNA assumes critical importance because:

- Insurance is fundamentally a need-based product
- Underinsurance remains a significant issue
- Long-term contracts demand accurate suitability assessment
- Regulatory frameworks emphasise fair disclosure and suitability norms
- Customers increasingly seek holistic financial advice

This program is designed to provide participants with conceptual clarity and practical insights into integrating Financial Need Analysis into strategic marketing processes across agency, bancassurance and corporate distribution channels.

The session aims to equip professionals with the analytical tools and structured approach required to position life insurance products as solutions to quantified financial needs rather than as standalone offerings

## Key Takeaways from the program: Participants will gain comprehensive understanding of:

- Concept and importance of Financial Need Analysis (FNA)
- Steps involved in conducting a structured FNA
- Assessing income replacement needs and Human Life Value (HLV)
- Determining protection gaps and underinsurance levels
- Planning for:
  - Child education and marriage goals
  - Retirement corpus accumulation
  - Wealth creation and legacy planning
  - Loan protection and liability coverage
- Matching life insurance products with identified financial needs
- Integrating FNA with customer profiling and risk appetite assessment
- Enhancing advisory credibility through data-driven recommendations
- Regulatory expectations regarding suitability and ethical sales practices
- Leveraging digital tools and FNA software for improved client engagement

At the end of the session, participants will be able to:

- Conduct a structured and professional Financial Need Analysis
- Quantify client protection and savings requirements accurately
- Position life insurance products as goal-based financial solutions
- Improve conversion ratios through need-based advisory selling
- Strengthen long-term customer relationships and persistency

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**Participant Profile:** This program is ideally suited for:

- Life Insurance Advisors and Agency Leaders
- Sales Managers and Development Officers
- Bancassurance Relationship Managers
- Corporate Agents and Financial Consultants
- Marketing and Product Strategy Professionals
- Trainers involved in capacity building of insurance advisors

**Program Fees :** Rs. 3540/- (₹ 3000/- plus 18% GST).

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

**Program Coordinator:** Mr. Subrata Ghoshal, Faculty, Email: ghoshal@iii.org.in, Contact: 8697265355.

**Program Date: 7 December 2026** | **Program Duration: 1 day (CT)** | **Program Time (IST): 10.30 am to 05.30 pm**

**REGISTER NOW**

**PROGRAM TEAM:**

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