

## Classroom Training Session on B2B & B2C in Life Insurance Managers (CT) 21<sup>st</sup> July, 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 Womens 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 company's sales executives, IMFs, Bancassurance Managers from Banks, Agency Managers from Life Insurance Companies.

Duration	Date	Time (IST)	Hours
One Day (CT)	21 <sup>st</sup> July 2025	10.00 hrs. - 5.00 hrs.	6 Hours

### 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. breakfast, lunch and tea/coffee during tea breaks for actual days of training).)

**Program Coordinator:** Mr. Sreekanta Patra (Email: [patra@iii.org.in](mailto: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](mailto:college_insurance@iii.org.in).

Program ID : CPL

Program Team:

### PROGRAM VENUE:

College of Insurance  
Insurance Institute of India,  
2nd Floor – 2A & 2C, CBD/1,  
Synthesis Business Park,  
Action Area II, Newtown,  
Kolkata – 700 156.

Please follow below link  
for Training Venue  
[Click Here](#)

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