Insurance Institute of India, COI, Kolkata

Classroom Training Session on
B2B & B2C in Life Insurance (Business Insurance) (CT)
7th December 2026

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/worksite), 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: Persons from Corporate agencies, Broking companies sales executives, IMFs, Bancassurance Managers from Banks, Agency Managers from Life Insurance Companies.

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. 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**

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.

OR

Please follow below link for Training Venue
Click Here

PROGRAM TEAM:

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