

Insurance Institute of India, COI, Kolkata

Classroom Training Session on B2B & B2C in Life Insurance (Business Insurance)(CT)

12 August, 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/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 companies sales executives, IMFs, Bancassurance Managers from Banks, Agency Managers from Life Insurance Companies.

Program Date: 12 August 2026 **Program Duration:** 1 day (CT) **Program Time (IST):** 10.00 am to 05.00 pm

Program Coordinator: Mr. Subrata Ghoshal, Faculty, Faculty, Email: ghoshal@iii.org.in, Contact No: 8697265355

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 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](#)

PROGRAM TEAM:

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Any help/queries mail to
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