Insurance Institute of India, COI, Mumbai

Virtual Training Session on Behavioral Economics in Insurance Sales (CVT) 14 December 2026

Program Concept and Objectives: In life insurance, customers rarely make decisions only on logic. They buy based on insecurity, trust, habit, emotions, social influence and perception of risk. Traditional sales training teaches what to sell and how to explain. Behavioral Economics teaches why customers decide the way they do - and how advisors can ethically influence those decisions. This one-day online program introduces participants to the powerful science of buyer psychology, nudging, and behavioral triggers that are now being used by global insurers, banks, and digital platforms to increase sales and customer engagement.

"This program is for those who want to sell smarter — not harder."

The program will enable participants to:

- Understand the hidden biases that drive insurance buying behaviour
- Use nudging techniques to guide customers towards better decisions
- Apply gamification to motivate sales teams and advisors
- Learn from Indian and global insurer case studies
- Improve policy acceptance, persistency and engagement

"People don't buy insurance with their brains — they buy it with their beliefs."

Program Content Flow: The program is designed around the customer's decision journey and the advisor's influence journey.

- **Module 1 – Understanding Biases in Customer Decisions**
  - Theme: "If you understand the mind, you can guide the money."
- **Module 2 – Nudging Techniques for Better Policy Uptake**
  - Theme: "The right nudge can move even the most hesitant customer."
- **Module 3 – Gamification in Insurance Sales**
  - Theme: "What gets gamed gets done."
- **Module 4 – Case Studies from India & Global Insurers**
  - Theme: "Success leaves behavioural clues."

Key Takeaways from the program: After this program, participants will be able to:

- Recognise **why customers hesitate, delay or reject**
- Use **behavioral triggers** to improve sales conversations
- Apply **nudging** to improve closing ratios
- Motivate sales teams through **gamification**
- Create **more persuasive and customer-friendly sales approaches**

For insurance companies, this results in:

- Higher **policy conversion**
- Better **persistency**
- Improved **advisor productivity**
- Stronger **customer engagement**

"Change how people think - and you change how they buy."

Participant Profile: This program is ideal for: * Sales Managers, Agency Managers and Development Officers. * Bancassurance and Relationship Managers. * Insurance Trainers and L&D teams. * Marketing and Customer Experience professionals. *Digital sales and CRM teams

Typically suited for professionals with: Exposure to sales, training, customer interaction or business growth.

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

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

Program Coordinator: **Mr. Subash Pattanayak, Faculty, Email: pattanayak@iii.org.in, Contact: 022-69654204.**

Program Date: 14 December | **Program Duration: 1 day (3hr-CVT)** | **Program Time (IST): 10.30 am to 01.30 pm**

REGISTER NOW

PROGRAM TEAM:

Ms. Yogeeta Kulkarni	Any help/queries mail to college_insurance@iii.org.in	022-69654255
Ms. Rupali Thakur		022-69654284
Ms. Sakshi Pawar		022-69654251
Mr. A. G. Madwal		022-69654254
Mr. P. H. Ekke		022-69654234
Ms. Akshara Nagpal		022-69654266
Ms. Meghana Shivtarkar		022-69654249
Ms. Sneha Pednekar		022-69654270
Ms. Mrunal Satam		022-69654216

Program ID: CPL

Website: www.insuranceinstituteofindia.com