

Virtual Training Session on Challenges in Miscellaneous Insurances (CVT) (Program ID: CPL) 2nd December, 2025

Program Concept and Objectives:

"Decoding Consumer Psychology: Mastering the Art of Insurance Sales" "Transforming Insights into Impactful Strategies"

Understanding consumer behaviour is no longer just an advantage—it's a necessity for success in the fast-evolving insurance landscape. Consumer psychology influences every aspect of insurance sales and management, shaping how policies are perceived, purchased, and valued. To thrive in the competitive life insurance market, companies must grasp the nuances of consumer behavior, including the psychology of decision-making, risk and loss aversion, behavioral economics, trust dynamics, and the role of technology in shaping customer preferences.

With rapid technological advancements and shifting market dynamics, adopting a customer-centric approach has become critical. Insurers must embrace digital solutions to craft seamless customer journeys, foster trust through transparency, stay responsive to emerging trends, and adapt their sales strategies to align with the evolving expectations of today's consumers. Establishing long-term relationships built on trust and understanding is paramount to unlocking the full potential of the insurance sales management system.

This program, "Decoding Consumer Psychology: Mastering the Art of Insurance Sales," is designed to provide participants with a deep dive into the pivotal relationship between consumer behavior and insurance sales management. It explores key factors that drive purchasing decisions, including psychological, economic, and technological influences, equipping participants with actionable strategies to excel in this dynamic and competitive space.

To make learning accessible and impactful, the College of Insurance (COI) leverages its innovative Virtual Training (CVT) Rooms—a cost-effective platform that allows participants to enhance their skills and knowledge conveniently from their own locations. This program combines expert insights with practical tools to empower participants to redefine success in insurance sales management.

Key Takeaways from the Program:

- Emerging Market Trends and shifts in consumer behavior
- Social Media Marketing and its role in influencing consumer decisions and strategies for effective social media marketing
- Use of Big Data in Personalized Marketing and how big data analytics can be leveraged to tailor marketing strategies,
- ensuring a personalized approach that resonates with individual consumer needs
- Customer-Centric Approach and focusing on meeting their unique needs and expectations for long-term relationships and loyalty.

Participant Profile: Junior and Middle level Executives and officials more specifically those working in Digital Marketing/Direct Marketing/ Conventional Marketing and CRM Department.

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

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Program Date:
2nd December 2025

Program Duration:
1 day (CVT)

Program Time (IST):
10.30 AM to 01.30 PM (3 Hrs.)

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