

Virtual Training Session on Communication & Soft Skills for Marketeers (CVT) 9 September, 2026



Program Concept and Objectives:

Stanford Research Institute International determined that 75% of the long-term success in a given job role is based on a mastery of soft skills, and only 25% of that job success comes from technical skills. Undoubtedly the results from soft skills training are impressive and their applicability at work place have not been exaggerated to say the least. The soft skills are intangible, non-technical, non-domain specific, experience based, behavioural and trans-situational and hold special importance to Insurance business. Soft skills are crucial for gaining new clients, improving customer service metrics, and building a stronger team dynamic. This could result in Growth in productivity and improvement in sales, Employee retention, Customer Service standards, Goodwill building.

Keeping the above background in view, the College of Insurance has designed an one day training program on soft skills which will be conducted in workshop mode to give the participants a hands-on feel and learning by participation.

Key Takeaways from the program:

The participants of the Program would get experience, insights and tools to understand and practice the following

- Communication
- Interpersonal Relationships through Self Awareness
- Work Ethic & Team Work
- Time Management
- Analytical and Critical thinking
- Emotional intelligence
- Conflict management
- Leadership

Participant Profile:

Junior to Middle Managers from Sales, marketing, operations, New Team leaders of Life, General and Health Insurance companies and executives from Corporate Agents, Banks as well as Brokers.

Program Date: 9 September 2026

Program Duration: 1 day (CVT)

Program Time (IST): 10.30 am to 05.30 pm

Program Coordinator: Mr. Subrata Ghoshal, Faculty,

Email: ghoshal@iii.org.in,

Contact No: 8697265355

Program Fees: Rs. 3540/- (₹ 3000/- plus 18% GST).

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 ID : CPG

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