Insurance Institute of India, COI, Mumbai

Classroom Training Session on Impactful Selling Strategies (CT)

02nd – 03rd July, 2025

Program Concept and Objectives:
The sale of life insurance is widely regarded as a challenging task. This difficulty arises not only due to the inherent nature of the product, which is intangible, but also because insurance is generally perceived as a low priority among an individual's basic needs. For many, insurance is not considered a necessity, especially when individuals are focused on meeting their immediate needs with limited resources. The idea of contemplating future needs, particularly those arising from the unforeseen event of one's demise, is often not a priority. The thought of not being present does not motivate individuals to seek insurance; instead, they tend to avoid the subject altogether. Recognizing this, there arises a need for someone to intervene, actively convincing individuals that insurance is indeed one of the fundamental needs. This intermediary is commonly known as an insurance advisor.

Many Insurance advisors struggle to make impactful sales presentations whereas some of the successful ones engage in lively and persuasive selling techniques. Recognizing this, the College of Insurance has designed a two-day classroom program where participants can gain insights from successful insurance salespersons through direct interaction. These sessions aim to provide participants with the experience and strategies employed by accomplished insurance advisors. Participants can learn how these master salespersons effectively conveyed the importance of insurance to individuals who were initially resistant, and later they not only purchased insurance but also became advocates for insurance, viewing it as a form of social service.

Key Takeaways from the program: The participants will get the following:

1. **Gain a foundational understanding of insurance sales.**
2. **Explore diverse techniques employed in the process of selling insurance.**
3. **Recognize the emotional aspect associated with insurance and its impact on clients.**
4. **Explore the facets of establishing long-term relationships with clients who have purchased insurance.**
5. **Understand the regulatory requirements in insurance sales and post-sale.**
6. **Draw insights from the experiences of accomplished insurance sales professionals.**
7. **Understanding Psyche of the prospect**
8. **Ordinary salesperson vis-a-vis Extra ordinary salesperson**
9. **Winning the hearts of insured**
10. **Insurance Salesperson as ambassador of the insurance companies**

Participant Profile: Life Insurance Advisors and all those associated in insurance marketing in their various capacities.
Program Fees:

- **Participants requiring residential facilities: Total amount Required – Rs. 12980/- i.e. (Rs. 11000/- plus 9% CGST + 9% SGST).**
  - (The fees cover tuition, course material, A/C single room accommodation in the Institute's campus and full boarding (bed tea/coffee, breakfast, lunch, light refreshments in the evening and dinner). All rooms are fully furnished with attached bathroom and Internet facility.
  - Rooms are reserved from 12.00 noon onwards the day prior to the commencement of the program. The participants can stay till 12.00 noon next day after the conclusion of the program.
- **Non-residential participants: Total amount Required – Rs. 9440/- i.e. (Rs. 8000/- 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. Krishnamohan Y (Email: ykmohan@iii.org.in , Contact No: 022-69654209)

How to enroll: Click here for Registration and for any help/queries please mail to college_insurance@iii.org.in

PROGRAM VENUE:

College of Insurance
Insurance Institute of India,
Plot No. C-46, G-Block,
Bandra-Kurla Complex,
Mumbai - 400 051.

Please follow the link /scan QR Code for training venue

https://qrgo.page.link/qs2Qb

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