

#### Program Concept and Objectives:

In fact, selling of life insurance is considered to be most difficult proposition in view of not only the basic nature of product, being intangible, but also insurance being generally considered as last priority amongst basic needs of the individual. Rather many individuals do not consider the same as a need even as one is mentally engaged in fulfilling present needs out of his/her limited resources and so is not interested top think of future needs, especially arising out of unforeseen event of his/her ceasing to exist in this mortal world. The very thought of not being there does not inspire one to go for insurance, rather he/she keeps avoiding the subject and, therefore, a need is felt for someone in between, who has to be after the person to make him/her realize that insurance is also one amongst basic needs of an individual and this someone is known as insurance agent.

There are many insurance agents who sell insurance in quite lively manner and so COI has introduced this program where participants can benefit themselves with experience sharing of successful insurance salespersons of different areas as to how they were able to convince the individuals about their need for insurance and how those who were avoiding even to listen to the word insurance have not only bought insurance but also became spokesperson for insurance for others, considering the same as social welfare job.

COI has created '**Virtual Training (CVT) Rooms**' as a cost-effective mechanism for participants to equip themselves academically at their respective locations.

#### Key Takeaways of the program:

- To learn the basics of insurance selling.
- To learn about the different techniques of insurance selling.
- To understand as to how insurance is close to emotions.
- To learn about the art of patience in insurance selling till the sale finally materializes.
- To learn about various aspects of long term bondage with the one to whom insurance is finally sold.
- To understand various regulations with regard to insurance selling and their rights even after insurance is sold.
- To benefit from experiences of successful insurance salesperson.

#### Program Content:

- Overview of Insurance selling
- How to make insurance selling lively
- Short term & long-term insurance products
- IRDAI Relevant Regulations
- Understanding Psyche of the prospect
- What differentiates ordinary salesperson from extra ordinary salesperson
- How to win hearts of insured
- Financial & Economic Environment
- Difference between insurance and investment
- Study of how insurance business is different than other businesses where difference between sales and cost is profit.
- Insurance as long term contract
- Insurance Salesperson as foundation stone of the insurance companies
- Experienced Salesperson

**Participant Profile:** Life Insurance Agents and all those associated in insurance marketing in their various capacities.

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

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Any help/queries mail to  
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**Program Date & Duration:**

**7 February 2026, 1 day (CVT)**

**Program Time (IST):**

**10.30 AM to 05.30 PM (6 Hrs.)**

**Program ID: CPC**