



College of Insurance
Insurance Institute of India, Mumbai
Classroom Training Session on Impactful Selling
Strategies (CT-ISS)
(From: 18th to 19th April, 2024)











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 from various regions. These sessions aim to provide participants with the experience and strategies employed by accomplished insurance agents. Participants can learn how these agents 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:

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



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Participant Profile:

Life Insurance Agents and all those associated in insurance marketing in their various capacities.

Program Coordinator:

Mr. Subash Pattanayk 022-69654204 Email: pattanayak@iii.org.in

Program Duration & Timing:

2 days & from 10.00 a.m. to 05.00 p.m.

Program Fees:

- **Participants requiring residential facilities: Total amount Required –Rs. 11800/- i.e. (Rs. 10000/- 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. 8496/- i.e. (Rs. 7200/- plus 9% CGST + 9% SGST).**

The fees cover tuition, course material and day boarding (i.e. tea/coffee during tea breaks and lunch for actual days of training).

Payment Terms and Conditions:

- 1) The payment should be received by the College of Insurance before the commencement of the program.
- 2) The confirmation of registration for the program will be subject to receipt of payment.
- 3) Please see below details for Bank Transfer.

Name of the Beneficiary	Insurance Institute of India
Account No.	004010100143462
IFS Code	UTIB00000004
MICR Code	400211002



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Swift Code	AXISINBB004
Name of Bank	Axis Bank Ltd
Address	Branch - Fort Branch Address - Universal Insurance Building, Ground Floor, Sir P M Road, Fort, Mumbai – 400001.

4) For online payment mode by following the below link

<https://www.insuranceinstituteofindia.com/o/COI/WebPortal/cmc/eventDetails?eventid=2054>

Program Venue, Location and Parking:

Program Venue:

College of Insurance,
Insurance Institute of India,
C-46, G-Block, Bandra-
Kurla Complex,
Mumbai - 400 051 India.

Please follow the link /
scan QR Code for
training venue.



<https://qr.go.page.link/qs2Qb>

Public parking is available at 5 minutes walking distance (Behind US Consulate).

Program Team:

Ms. Nilambari Bagde	college_insurance@iii.org.in	022-69654234
Ms. Snehal Vartak		022-69654251
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Ms. Jayashee Salian		022-69654249
Ms. Mrunal Satam		022-69654216