

College of Insurance
Insurance Institute of India, Mumbai
Classroom Training Session on Sales Cycle Management-Power Selling
Program ID – CPL20
(From: 19th to 20th June 2023)

Relevance of the Program:-

Sales manager teams are the core teams in any distribution channel in life Insurance.

They are responsible for hiring the right people, producing sales results, making accurate sales forecasts, coaching middle performers to close more deals and managing their teams to greater performance.

They directly impact the company's ability to increase revenue and post consistent profits.

As markets become more competitive and sales cycles lengthen, having skilled, effective sales managers is more important than ever before.

Though the managers are experienced, it is noticed that they aren't effective sales coaches.

It's not their fault. Research from SRG and Selling Power Magazine shows that approximately 71% of sales managers don't get the training they need to coach a high-performing sales team. So, even though they may have been great sales reps, they never learnt how to become a high Impactful Sales Manager. It is because skills unique to the sales manager role get left out of more generic training programs. They are getting solid training in some areas, just not the specific sales management training they need to manage a team and drive top-line results.

Program Objectives:-

This program specifically focuses on the vital skills required for Life Insurance Sales Cycle Management. This is a highly interactive Skill building Workshop. This workshop will make the Participants the powerful resource for their advisor teams. With this work shop the sales managers gain the skill of sales cycle management and can effectively train and coach their advisor teams for a higher performance and put them in growth trajectory. With this sales management training program, you get a consistent approach and common language to align your entire sales organ.

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- The training is designed to equip the participants with practical and with immediate action oriented knowledge and skills.
- New skills become lasting habits because reinforcement is built-in

The Work Shop will cover the following in depth knowledge and skills.

S.No	TOPICS	TAKE AWAYS
1	Building Pipeline	Suspecting, Prospecting and beyond, qualifying the prospects for Business
2	Building Rapport with prospect	Skill building on Tele calling for fixing appointments, The face to face meeting etiquette. Leading discussion with prospect, Probing skills with suitable questions for Need Analysis and life cycle needs stage to prepare solutions
3	Objection Handling and closing the sales	Objections are welcome. The Objection handling techniques. Making an emotional connect with the prospect by clearing the cobwebs in the mind of the prospect
4	Advisor Management for higher performance	Participants learn the following
		1.Assessment of skill gaps of their teams
		2.Coaching and training requirements
		3.Effective coaching methods-Feedback
		4.Overcoming resistance for meeting new prospects
		5. Implementing behaviour changes in advisors for anchoring high performance

Participant's Profile:-

Life Insurance Sales Team Manages, Unit Managers, Development officers and Branch Manager of all distribution channels.

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Course Coordinator:-

Mr Krishnamohan Y– 022-26544209 Email: ykmohan@iii.org.in

Program Duration & Timing: -

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

Course 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.

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3) Please see below details for Bank Transfer.

Name of the Beneficiary	Insurance Institute of India
Account No.	004010100143462
IFS Code	UTIB0000004
MICR Code	400211002
Swift Code	AXISINBB004
Name of Bank	Axis Bank Ltd
Address	Fort Branch, 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/regDetails.htm?eventid=1712

Training Venue:-

Please follow below link / QR Code for Training Venue

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



Parking Facility:-

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

Respond to:-

Ms. M. M. Satam	college_insurance@iii.org.in	022-26544216
Ms. J. P. Salián		022-26544324
Ms. V. V. Nagwekar		022-26544266
Ms. S. H. Vartak		022-26544251
Ms. N. B. Bagde		022-26544234
Mr. P. D. Palav		022-26544254
Mr. V. M. Rane		022-26544297

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Nomination Form

- 1) Name: _____
- 2) Address: _____

- 3) Educational Qualification: _____
- 4) Date of Birth: _____
- 5) Position Held: _____
- 6) Mobile No : _____
- 7) Telephone No. : _____
- 8) E-Mail: _____
- 9) Alternate E-Mail: _____
- 10) Sponsoring Organisation: _____

Please affix
your
photograph
here

- 11) Food preference: ☐ Vegetarian ☐ Non-Vegetarian
- 12) Accommodation Required: ☐ Yes ☐ No

- 13) Details of Fee Paid: Cheque / D.D. No. _____ dt. _____
Drawn on _____ Bank, for Rs. _____

Signature & seal of the authority
of the Sponsoring organisation

Signature of the Participant

*Name of Co-ordinator: _____

Mobile No: _____ Tel. No.: _____

Email-Id.: _____ Company Name: _____

***This column is mandatory for those participants who are sponsored by company.**