

COLLEGE OF INSURANCE
INSURANCE INSTITUTE OF INDIA, MUMBAI
Marketing Strategies – for Branch and other Marketing Unit
Heads: Life
Program-ID: - CPL4
(From: 02nd to 03rd July, 2018)

Relevance of the Program:-

In a business environment driven by competition and complex forces, the role of a Branch Manager in an Insurance company is a challenging one. As the *de facto* CEO at the local level, he /she has multiple roles – developing marketing strategies to spread the business and build the brand; delivering customer value through service and relationships; creating a high quality team and developing both people and processes to deliver value and ensuring growth and profits.

The purpose of Marketing is ultimately to create a “wow” experience for customers through the design, communication and delivery of exciting customer value propositions. Strategies for the purpose range from understanding and targeting customers to design and development of sales, service and relationship building processes, towards creating such an experience. The program on Marketing Strategies is intended to present critical inputs and insights that would enable Branch Managers and other Marketing Unit heads to play a more effective and strategic role in developing a branch into a marketing powerhouse.

Objective of the Program:-

Participants of the program would understand and get insights on

- ✓ The emerging market scenario – demographic and other changes and insurance
- ✓ The elements in strategic marketing and learning how to design a strategic marketing program
- ✓ Understanding buyers - including the use of analytics and predictive marketing
- ✓ Building selling competence, through effectively leveraging multiple distribution channels
- ✓ Customer engagement, including the role of social and digital media
- ✓ Transformational leadership - the key to getting results

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Program Content:-

- ✓ Role of a Branch Manager – managerial and leadership elements
- ✓ Concepts and best practices in life insurance marketing
- ✓ Why customers buy – exploring customer value in life insurance
- ✓ Environment analysis and designing marketing strategy - a hands on exercise
- ✓ Managing the tied agency channel – building a great sales force
- ✓ Leveraging multiple distribution channels
- ✓ Digital marketing and social media - new approaches to customer engagement
- ✓ Organizational approaches to excellence in Customer service and relationships
- ✓ 'It all begins with me' - insights on personal transformation and servant leadership

Participant Profile:-

Branch Managers / Marketing Unit heads with ideally a year or two of experience in the position

Program Duration: - 2 days from 02nd to 03rd July, 2018

Timing : 10.00 a.m. to 05.00 p.m.

Enrolment:

To enrol for the training Program please download the enrolment form and after filling in the necessary details submit your form and fees to the office of the College of insurance, Insurance Institute of India, Plot C-46, G-Block, Near Dhirubhai Ambani International School, Bandra-Kurla Complex, Bandra (East), Mumbai –400 051 by **25th June 2018**.

You can also do the enrolment online through the College of Insurance's website www.coi.org.in on or before **25th June, 2018**

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Course Fees:-

- a) **Participants requiring residential facilities: Total amount Required –Rs 10148/- (Rs.8600/- plus 9% CGST and 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.

- b) **Non-residential participants: Total amount Required –Rs.7316/- (Rs.6200/- plus 9% CGST and 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 the receipt of the payment.
- 3) We do not consider any refund request or adjustment of fees for the next program in case of absenteeism.
- 4) Fees should be paid by Demand Draft drawn in favour of "Insurance Institute of India" payable at Mumbai and forward it together with the "Enrolment form" available from College of Insurance's website www.coi.org.in or by online payment mode following the below link <http://www.coi.org.in/web/guest/Program-calender>

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Training Venue :-



Insurance Institute of India
(College of Insurance),
G Block, Plot No. C-46,
Near American Consulate,
Bandra Kurla Complex,
Bandra (E),
Mumbai – 400051.

 **Parking Facility:**



"VEHICLE PARKING IS NOT ALLOWED IN OUR CAMPUS".

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Course Co-ordinator:

Prof Archana Vaze Tel: 022-26544286 Email: vaze@iii.org.in

Respond to :-

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Ms Y S Kulkarni		022-26544251

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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) Fax No: _____

9) E-Mail: _____

10) Alternate E-Mail: _____

11) Sponsoring Organisation: _____

12) Food preference: Vegetarian Non-Vegetarian

13) Hostel Facility Required: Yes No

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

Please
affix your
photograph
here

 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.