

**College of Insurance**  
**Insurance Institute of India, Mumbai**  
**Business Development Managers: Life**  
**Program ID: CPL3**  
**(From: 07<sup>th</sup> to 08<sup>th</sup> May, 2018)**

**Relevance of the Program:-**

Agents and other frontline sales persons are the life blood of an insurance company and one of the principal concerns of insurers has been to build a large sales network across multiple channels. A decade plus of experience in a fiercely competitive and liberalized environment has however taught that a large sales force alone, does not necessarily result in selling competence. Failure to build the latter has resulted in serious challenges like agency attrition; serious drops in persistency and a growing trust deficit. The key to building selling competencies, we believe, lies in developing leadership and managerial competencies among those who are directly responsible for creating and nurturing the agency and other marketing channels – the Business Development Managers [for example, Sales Managers/ Senior Business Associates, etc.]

This program is designed to equip BDMs with the key knowledge, perspectives and skills required to become effective bridge builders between the company, its sales persons [agents] and its customers. Drawing on best practice insights, it seeks to build an awareness and understanding of certain core distinctions that make all the difference between an ordinary sales team and a world class sales team.

**Program Objective:-**

The participant should understand and get insights on

- ✓ The role of a BDM - as coach, mentor, team leader and bridge builder
- ✓ The emerging life insurance market - challenges and opportunities in tapping the market
- ✓ Connecting to the customer and Enhancing the Customer Experience
- ✓ Building and leading a great sales team
- ✓ Understanding oneself – towards personal and professional effectiveness

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**Program Content:-**

- ✓ Role of a Business Development Manager
- ✓ The reality of an agent – building a compelling vision of the future
- ✓ The agency management cycle - recruitment and nurturing the agent
- ✓ Positioning and marketing life insurance in the emerging market environment
- ✓ Connecting to customers - best practice insights
- ✓ Team Building and empowerment – with exercise in team building
- ✓ Agency performance management
- ✓ Leadership and personal mastery

**Participant Profile:-**

Business Development Managers of Life insurance companies.

**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 **30<sup>th</sup> April, 2018**

You can also do the enrolment online through the College of Insurance's website [www.coi.org.in](http://www.coi.org.in) on or before **30<sup>th</sup> April, 2018**.

**Program Duration: - 2 days from 07<sup>th</sup> to 08<sup>th</sup> May, 2018**

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**Course Fees:-**

- a) **Participants requiring residential facilities: Total amount Required –Rs.10148/-i.e. (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/-i.e. (Rs. 6200/- 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) We do not consider any refund request or adjustment of fees against future programs in case of non attendance.
- 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](http://www.coi.org.in) or by online payment mode by 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,  
BandraKurla Complex,  
Bandra (E),  
Mumbai – 400051.**

**🚗 Parking Facility:**



**"VEHICLE PARKING IS NOT ALLOWED IN OUR CAMPUS".**

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Course Co-ordinator:

Dr S Kutty. – 022-26544296

Email : [skutty@iii.org.in](mailto:skutty@iii.org.in)

Respond to :-

Ms S S Vaidya	<a href="mailto:college_insurance@iii.org.in">college_insurance@iii.org.in</a>	022-26544266
Ms A P Dalvi		022-26544254
Mr P M Tare		022-26544234

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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.