



Virtual Training Session on Marketing Strategies for Branch Managers and Heads of Marketing Unites: Life Insurance (CVT – MSBM & HMU) – 19th – 20th July, 2021



In the complex and challenging business environment of today, branch managers and leaders of marketing units face a very tough job. 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.

Marketing is ultimately about acquiring and keeping customers through building “wow” experiences. This falls for creating, communicating and delivering exciting customer value propositions. This two day programme 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.

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

Programme Objectives:

The programme is designed to enable participants to get understanding and insights on :

- **Role of a Branch Manager/ leader in the contemporary context**
- **Elements in designing a Strategic Marketing Programme**
- **Building selling competence – what it means and calls for**
- **Transformational Leadership – the key to getting results**

Participant Profile:

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

Duration	Date	Time (IST)	Hours
Two Days	19 th – 20 th July 2021	10.00 hrs. - 13.00 hrs	03.00 Hours / Day

Course Fees: Rs.3540/- (Rs.3000/- + 9% CGST + 9% SGST)

How to enroll: [Click here for Registration](#) and for any help/queries please mail to college_insurance@iii.org.in

Certificate of Participation: Online Certificate in PDF format will be issued to all the participants.

Programme Coordinator:

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For enrolment and technical support call / whatsapp on	Name	Mobile No.	Name	Mobile No.
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