

College of Insurance
Insurance Institute of India, Mumbai
Strategies for Marketing Heads: Life
Program ID: CPL6
(From: 02nd to 3rd November, 2020)

Relevance of the Program:-

In a business environment driven by competition and complex forces, the role of a Marketing head, who manages an Insurance Marketing Unit - whether it is a Branch or a Direct Marketing team in an insurance company or a Brokerage unit or 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 designing customer engagement interventions that would enhance the quality of sales, service and relationships with customers and create the wow factor. 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 their unit into a marketing powerhouse.

Program Objective:-

- 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

Program Content:-

- Role of a Marketing unit head – 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
- 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 of insurance companies, brokers and other insurance marketing organisations with ideally a year or two of experience in the Position.

Course Coordinator:-

Dr S Kutty – 022-26544296 Email: skutty@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).

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 E. D'souza	college_insurance@iii.org.in	022-26544210
Mr D V Govekar		022-26544247
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Ms A P Dalvi		022-26544254
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**College of Insurance
Insurance Institute of India,
G Block, Plot No. C – 46, Near American Consulate, Bandra Kurla Complex,
Bandra (East), Mumbai – 400051**

Nomination Form

- 1) Participant Name: _____
- 2) Program Name: _____
- 3) Program Period: _____
- 4) Address: _____

- 5) Educational Qualification: _____
- 6) Date of Birth: _____
- 7) Position Held: _____
- 8) Mobile No: _____
- 9) Telephone No.: _____
- 10) E-Mail: _____
- 11) Alternate E-Mail: _____
- 12) Sponsoring Organisation: _____
- 13) Food preference: Vegetarian Non-Vegetarian
- 14) Hostel Facility Required: Yes No
- 15) 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.