

## Virtual Training Session on Winning in Bancassurance: a Programme for Managers of Bancassurance in Life Insurance (CVT – WB) - 15<sup>th</sup> - 16<sup>th</sup> June 2021



Bancassurance has become a strong contender to the tied agency force and emerged as the principal channel in garnering New Business Premiums for private sector insurance companies in India. It has enabled insurance companies to achieve win - win outcomes – while the bank gets an extra source of fee based income [via commissions], the insurance company is able to tap and leverage on into the bank’s extensive customer network and customer goodwill. Yet Bancassurance poses many challenges – like role conflicts faced by bank personnel; adherence to regulatory mandates and

ensuring seamless and effective service to customers acquired through the bank channel. The challenge is to convert the sales infrastructure of the banks into selling competence through suitable learning interventions that empower the specified persons in banks to play a more effective role.

The programme on Bancassurance is designed to provide critical inputs that would enable Bancassurance Managers to play a more effective role in building the business and providing leadership to their constituents. 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:

- ❖ Bancassurance: Issues and challenges
- ❖ Building ownership and accountability within the bank channel
- ❖ Challenges and approaches in Marketing Life Insurance in the post Covid era
- ❖ The leadership role of a Bancassurance Manager today

### Participant Profile:

Marketing Executives, and back office teams of Insurance companies, Bancassurance professionals, Brokers and TPAs.

Duration	Date	Time (IST)	Hours
Two Days	15 <sup>th</sup> – 16 <sup>th</sup> June 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](mailto:college_insurance@iii.org.in)

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

**Programme Coordinator:** **Dr. S. Kutty, Faculty,** (Email id: [skutty@iii.org.in](mailto:skutty@iii.org.in), Mobile no. +91 9167712575)

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