

College of Insurance
Insurance Institute of India, Mumbai
Classroom Training Session on Techniques for
Tele Marketing Teams in Insurance
Program ID – CPL2
(From: 12th to 13th April, 2023)

Background:-

Every channel in corporate sales today sells over the phone, at least part of the time. Telemarketing and Telesales start from the first cold call to telephonic follow-up processes as well as every communication during the Account & Relationship Management phases. Tele-calling Skills are a key driver of sales performance and in the environment of social media and younger staff, many levels of telephone marketing and telesales skills need to be explained, drilled and practiced to create a muscle memory.

This two day workshop will show your team how the telephone can support, supplement, enhance, and many a time replace other means of marketing and selling, This program also makes the participants the advantage of how a personal approach can greatly increase sales success. We will also talk about how to own communication skills, the ability to persuade, and techniques to personalize each sales call.

Program Objectives:-

The learning objectives of our Tele-Marketing & Tele-Sales Training/workshop Program has the following modules for creating and developing the ability to:

- Take appointments- Create a script to maximize your efficiency on the phone.
- Build trust and respect with customers and colleagues
- Brush up your sales approach to improve success with cold calling.
- Identify ways to make a positive impression
- Identify negotiation strategies that will make you a stronger seller
- Learn the techniques of objection handling
- Master what to ask and what to talk to create interest and close the sale

The following methodology is used in the work shop

- Analysis of telemarketing requirements, for Life Insurance, the target for creating different scripts for different target groups.
- Creation of customized Tele-calling Scripts for different target groups
- Practicing the new skills through Skill building activities like-role plays
- Training feedback & review from participants, Faculty.
- Feedback of the faculty to the sponsoring company

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Participant's Profile:-

For Call centre executives-team leaders of telemarketing of Life Insurance companies, Brokers, Corporate Agents

Course Coordinator:-

Mr Krishnamohan Y- 022-26544209 Email: ykmohan@iii.org.in

Program Duration & Timing: -

2 days & from 10.30 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).

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) Please see below details for Bank Transfer.

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Name of the Beneficiary	Insurance Institute of India
Account No.	004010100143462
IFS Code	UTIB0000004
MICR Code	400211002
Swift Code	AXISINBB004
Name of Bank	Axis Bank Ltd
Address	Fort Branch, Universal Insurance Building, Ground Floor, Sir P M Road, Fort, Mumbai – 400001.

4) For online payment mode by following the below link

https://www.coi.org.in/COI_WebPortal/cmc/regDetails.htm?eventid=1652

Training Venue:-

Please follow below link / QR Code for Training Venue

<https://qrgo.page.link/qs2Qb>



Parking Facility:-

Public parking available at 5 minutes walking distance (Behind US Consulate).

Respond to:-

Ms. M M Satam	college_insurance@iii.org.in	022-26544324
Ms S S Vaidya		022-26544266
Ms A P Dalvi		022-26544254
Mr P M Tare		022-26544251
Ms N B Bagde		022-26544234

Nomination Form

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- 1) Name: _____
- 2) Address: _____

- 3) Educational Qualification: _____
- 4) Date of Birth: _____
- 5) Position Held.: _____
- 6) Mobile No : _____
- 7) Telephone No. : _____
- 8) E-Mail: _____
- 9) Alternate E-Mail: _____
- 10) Sponsoring Organisation: _____

Please affix
your
photograph
here

- 11) Food preference: Vegetarian Non-Vegetarian
- 12) Accommodation Required: Yes No

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

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.