

College of Insurance

Insurance Institute of India, Mumbai

Marketing Strategies-for Branch and other Marketing Unit Heads : Life

Program ID: CPL4

(From: 01st to 02nd July, 2019)

Relevance of the Program:-

In a business environment driven by competition and complex forces, the role of a Branch Manager in 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 design and development of sales, service and relationship building processes, towards creating such an experience. 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 a branch into a marketing powerhouse.

Program Objects:-

- 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

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Program Contents:-

- Role of a Branch Manager – 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
- Managing the tied agency channel – 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 with ideally a year or two of experience in the Position.

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 Insurance Institute of India, Plot C-46, G-Block, Near Dhirubhai Ambani International School, Bandra-Kurla Complex, Bandra (East), Mumbai – 400 051 by **24th June, 2019**

You can also do online enrolment through College of Insurance's website www.coi.org.in on or before **24th June, 2019**.

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Program Duration: - 2 days from 01st to 02nd July, 2019

Course Fees:-

Participants requiring residential facilities: Total amount Required –Rs. 10148-i.e. (Rs. 8600/- 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. 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.

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- 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 or by online payment mode by following the below link <http://www.coi.org.in/web/guest/programme-calendar>

Please follow below link for Training Venue

<https://www.google.com/maps/place/Insurance+Institute+of+India/@19.0636539,72.8670136,17z/data=!4m5!3m4!1s0x3be7c8ea29ccf0a5:0x8d0e92854f4dae94!8m2!3d19.0636488!4d72.8692023>

Parking Facility:

"VEHICLE PARKING IS NOT ALLOWED IN OUR CAMPUS".

Course Co-ordinator:

Mr P K Rao – 022-26544203 Email: pkrao@iii.org.in

Respond to :-

Mr D V Govekar	college_insurance@iii.org.in	022-26544247
Ms S S Vaidya		022-26544266
Ms A P Dalvi		022-26544254
Mr P M Tare		022-26544251

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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) E-Mail: _____

9) Alternate E-Mail: _____

10) Sponsoring Organisation: _____

11) Food preference: Vegetarian Non-Vegetarian

12) Hostel Facility Required: Yes No

13) 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.