



On-line sessions on Marketing Strategies for Branch Managers and Heads of Marketing Units – Life Insurance (CVT – MSBM-HMU-LI) – 13th – 14th July, 2020



In a complex and competitive Business environment the role of a Branch Manager or head of a marketing Unit 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 Post Covid era is likely to create an entirely new set of challenges, particularly with respect to learning to engage and winning the hearts of a digital generation that may be less concerned with acquisitions and life styles and more with meaning and quality of life.

Marketing seeks ultimately to create and keep Customers for life through creating wow experiences that arise as a result of careful design, communication and delivery of exciting customer value propositions. This programme would provide a number of useful insights about how this may need to be achieved in the days to come in terms of sales, service and relationship building processes. Its inputs would be critical in enabling Branch Managers and other Marketing Unit heads to play a more effective and strategic role in developing their units into veritable powerhouses.

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

The program is designed to enable participants to:

- ✚ Insurance Marketing in the Post Covid era : ✚ Digital Marketing approaches to excellence in implications for strategy customer service and relationships
- ✚ Building a great sales force ✚ donning the mantle of a Transformational Leader

Who should attend? Marketing Executives, and back office teams of Insurance companies, Bancassurance professionals, Brokers and TPAs.

Duration	Date	Time	Hours
Two Days	13 th – 14 th July 2020	10.00 AM - 01.15 PM	03.00 Hours / Day

(There would be a 15 minute breaks.)

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

How to enroll: You may send nominations by mail on college_insurance@iii.org.in

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

Programme Co-coordinator:

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