

## Virtual Training Session on Creating **High Performers** in Banca Channel (CVT-CHPBC)

Program ID – CPC4 (From: 2<sup>nd</sup> September, 2022)



**Bancassurance as a distribution Channel:** Now in the competitive Era, a sustainable and cost effective distribution channel is the need of the hour and therefore life Insurance companies need a sharper distribution strategy.

The IRDAI, with the notification on LICENSING OF CORPORATE AGENTS' REGULATIONS, 2002 paved the way for banks in India to operate as corporate agents. From then onwards Bancassurance has emerged as a cost effective distribution channel. Almost all insurance companies have entered into an MOU with one or more banks, and integrated their products with a bank platform to provide insurance solution to their existing bank customers. Today Bancassurance is the most sought-after "distribution channel" for garnering individual new Business premiums for all Life Insurers. This is because of the following reasons.

- The low acquisition cost of acquiring business compared to other channels.
- Selling to the existing customer base of the banks, as a referral sale, which overrides the barriers of cold calling and prospecting.

**About the Program:** Though Bancassurance channel is in vogue since last 20 years, yet Insurers have a lot to face the specific challenges encountered through Specified Persons, and also to motivate them to sell Insurance products. Solutions for the challenges, viz, role conflict and role ambiguity, regulatory compliance requirements, developing the selling competencies among the Specified Persons of the Bank, require effective support, empowerment and hand holding by Insurance companies.

This Program has been designed to provide, Bancassurance Managers in specified banks and managers of life Insurance companies with a set of knowledge and skills through the Workshop named "Creating High Performer in Banca Channel. COI has created '*Virtual Training (CVT) Rooms*' as a cost-effective mechanism for participants to equip themselves academically at their respective locations.

### Program Content:-

- ❖ The Need for Banks to sell Life Insurance Products-Banks perspective and customer perspective.
- ❖ Core Distinctions, Issues and challenges of Bancassurance business.
- ❖ Challenges and approaches in Marketing of Life Insurance post Covid era.
- ❖ The leadership role of a Bancassurance Manager today.
- ❖ Enhancing Productivity of Specified Personas to achieve higher performance levels.
- ❖ Creating Win-win Situation for the Banker and the Insurer.

**Participant's Profile:** Front line sales and marketing executives of Life Insurance companies responsible for Bancassurance targets who manage the Specified Persons from the Banks.

Duration	Date	Time (IST)	Hours
One Day	2 <sup>nd</sup> September 2022	10.00 hrs. - 05.00 hrs.	06.00 Hours

**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.

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