



On-line sessions on Winning in Bancassurance: a Programme for Managers of Bancassurance in Life Insurance Companies (CVT – WB) - 24th - 25th June 2020



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.

The program 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**

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

Duration	Date	Time	Hours
Two Days	24 th – 25 th June 2020	10.00 AM - 01.00 PM	03.00 Hours / Day

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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