

Program Title

The Business of Life

Program Duration

1 day (0930hrs – 1730hrs)

Program Objectives

By the end of the program the delegates would be able to:

- Build sensitivity for insurance as a business
- Recognize insurance selling as a noble profession
- Build a strong pitch for discussing insurance with clients

Program Outline

This interactive course revolves around the following key input areas:

Day	Time	Session	Details	Methodology
I	AM	Insurance – Who needs it?	Selling Cork... The 3 rd son... Walk into a restaurant... Wives may object... What if...	Instructor-Led Discussion (ILD)
		The Industry	<ul style="list-style-type: none"> ○ Historical perspective ○ Post-liberalization ○ Current scenario ○ Client awareness levels ○ The role of distributor ○ Challenges 	ILD
	PM	Investment Products – SLR Comparison	<ul style="list-style-type: none"> ○ Govt. Securities ○ Post Office Schemes ○ Bank/FI Deposits ○ Debentures & Bonds ○ Equities ○ Corporate Deposits ○ Insurance/ULIPs 	Group Activity
		Advantage MFs	<ul style="list-style-type: none"> ○ Diversification ○ Professional Management ○ Economies of Scale ○ Transparency & Regulations 	Group Activity
		More on Risk	<ul style="list-style-type: none"> ○ Risk vs. Return ○ Equity vs. Debt which one wins? 	ILD

			<ul style="list-style-type: none"> ○ Time – Another Variable to risk 	
		Time Value of Money Concepts	<ul style="list-style-type: none"> ○ Power of Compounding ○ Rule of 72 & 112 ○ Earn More, Save More & Start early 	Group Activity ILD

Program Methodology

Interactive Presentation

Group Activity

Quiz & Exercises

Who should attend?

Existing Distributors/New Employees

Min/Max Participants

20-25