

Programme on Insurance Marketing Practical and Classroom Training (IMPACT II)

The School of Finance, IICA, conducted a programme on Insurance Marketing - Practical and Classroom Training (IMPACT II) from January 20 to 22, 2015 at Manesar

The programme saw participation of junior/middle level officers and top executives from various Regional Rural Banks. .

The programme shed light on various topics such as basics of insurance, global and Indian scenario, distribution models that can be adapted by banks with various regulatory guidelines and their merits and demerits. The participants were also familiarised with the power of leveraging, sales process to be followed that could result in enhanced revenue.

Various aspects of Life, Health and General insurance were also covered in detail along with discussions on business and marketing strategy & MIS for Bancassurance, how to improve persistency and improve post sales service.

The highlight of the programme was the series of breakaway group discussions conducted by the faculty members with different groups of representatives of different banks to understand their issues and discuss solutions through bank-specific strategy.