

HOW TO **MANIFEST** THE BEST EVER **BUSINESS PERFORMANCE**

FOR LIC AGENTS



भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA



THROUGH TRANSFORMATIONAL TRAINING OF LIC AGENTS

PRESENTED BY
DHRUVSATYA CENTER FOR PERSONAL TRANSFORMATION PVT. LTD.
(AN ISO 9001:2015 CERTIFIED ORGANIZATION)

ABOUT US

We wish to introduce ourselves as a leading consulting and training organization in India headquartered in Kolkata. We work with over 400 leading companies and MNCs where we impart training and consulting services. Our programs are life changing with profound transformational impact. Our sales programs have triggered outstanding performances consistently in various organizations.

OUR WORK WITH LIC AND OTHER INSURANCE COMPANIES

We had extensively trained over 10,000 LIC Agents and advisors of other eminent insurance companies from all over the Eastern Region. We have also trained over 500 Development Officers. Among the teams whom, we had trained included teams of Late Shri Amitava Debnath and others who were among the top 20 LIC Dos of India. All the programs were result driven and extremely successful. We had also extensively trained the MDRT aspirants from ICICI Prudential, the sales of reliance, Kotak Mahindra, HDFC and United India Assurance. We had also trained the CEOs and MDs of close to 35 top Insurance Companies of Bangladesh.

CONTEXT

LIC is a market leader in the Indian insurance industry. However, the current market scenario is competitive. In such a situation the LIC agent has to be an Insurance Sales Superstar to become successful. While on one side he will need to build his attitude, his killer instinct, on the other side he will need to plan, connect with his customers aggressively with customized solutions to make this a reality he will need to possess supreme product knowledge, market knowledge and knowledge of the competitor's products. Alongside he will need tremendous passion and motivation day after day. All this needs high quality training.



MODULE HIGHLIGHTS

- Understanding the role of a LIC Agent
- Why a LIC Agent is important to LIC-what do they contribute
- The characteristics & attributes that makes a super star LIC Agent and how to develop these qualities
- Develop the mind set-develop positive thinking/ positive attitude/ killer instinct, etc
- How to prepare a Superstar LIC Agent- organizing yourself, making your sales kit/ develop your product knowledge/ being through with your competitor's products/ understanding clearly the different customer segments & their needs/ pitching your insurance plan as per your customer's requirement.
- Preparing your database
- Being effective on phone to get maximum appointments
- How to be effective during client meetings-proper grooming/ being on time/ doing client research/ opening the call effectively/ listening effectively & handling customer objections truthfully & effectively/ posturing as a prosperity consultant/ closing the call effectively and taking the order/ collecting the cheque
- Never bluff a customer & sell him/ her a wrong policy/ understanding the negative consequences
- Following up after the sales- giving your customer the best service
- Being thorough with routine insurance compliances
- Breaking through your fears and limiting beliefs
- Goal setting- making your monthly/ weekly/ daily plan
- Time & priority management
- How to pitch to High Net Worth customers
- From an LIC Agent to an Entrepreneur- Experiencing the transformation
- What could be the career path of a Superstar LIC Agent- profile of some superachievers/ MDRT/ TOT achievers
- Making the oath Document
- Success visualization

PROPOSED OUTCOMES FROM THIS PROGRAM

- At the end of this program every agent will experience huge motivation and a new found enthusiasm and become more aspirational
- As a result they will be able to sell more number of policies and earn higher commissions
- As a result of the above, LIC will be immensely benefitted
- There will be higher number of high performing agents and more aspiring youth who would want to take up LIC Agency as an attractive career proposition

TRAINING METHODOLOGY

The program is highly motivational, filled with experience sharing, interspersed with films, role plays, relevant case examples etc. The role plays shall be designed with specific input from real life situations. They will also learn practical meditation, they will break a wooden board Karate style to break their fears. They will also learn how to keep themselves fit and energetic and put themselves in a peak performing state every day. The overall impact is profoundly transformational.

PERFORMANCE ENHANCING TOOLS

The participants will learn some performance enhancement tools that will make their selling easy

- Customer calling telescript
- Various customer engagement methods
- Sales planning formats
- How to make customer database
- How to prepare saleskit
- Mail/ sms pre-visit format for customers
- Format for sending proposals etc

THE FACULTY



Soumitra Chatterjee, is India's most sought after Motivational, Sales, Leadership and Performance Coach and is **Mentored by Mr. Anthony Robbins (World's #1 Leadership and Motivational Coach)** along with other Internationally renowned coaches like Mr. MacAttram, T. Harv Eker, J.T Foxx & Alex Mandossian. **He has recently completed 2 decades as a seminar leader.** He is the founder and Managing Director of Dhruvsatya Center for Personal Transformation Pvt. Ltd. which is a leading training and consulting company headquartered in Kolkata. He has trained more than 5 lac Executives of all levels in over 500 all India companies including several Fortune 500 companies, and over 1 lac students, close to 5000 faculty of close to 300 Engineering colleges and B-schools in the last 20 years. He was the mental toughness Coach for all categories of Bengal cricketers (U-16/ U-19/ U-22 and Senior Bengal Teams) for 3 years and was also the mental toughness Coach for Kingfisher East Bengal Club.