



भारतीय जीवन बीमा निगम  
LIFE INSURANCE CORPORATION OF INDIA



# HOW TO MANIFEST THE BEST EVER BUSINESS PERFORMANCE

FOR LIC  
DEVELOPMENT OFFICERS

## 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 programmes were result driven and extremely successful. We had also extensively trained the MDRT aspirants from ICICI Prudential, the sales teams of reliance, Kotak Mahindra, HDFC Life and United India Assurance. We had also trained the CEOs and MDs of close to 35 top Insurance Companies of Bangladesh.

## 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 all India 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.

## CONTEXT

LIC is a market leader in the Indian insurance industry. However, the current market scenario is competitive. In such a situation the LIC Development Officer has a vital role to play- on one side they have to recruit good agents who can contribute sustainably and grow a career with LIC, train their agents, nurture them so that they develop sound product knowledge, market knowledge and selling skills. Managing the team of agents on a day-to-day basis and ensuring that they achieve their targets is their key responsibility.

A successful Development Officer (DO) has to be an Insurance Sales Superstar. Alongside he has to develop great managerial skills- while managing his team of Agents- he needs to be good at delegating, planning, coaching & mentoring, monitoring, giving feedback, be sharp at working with figures, be result & dashboard driven apart from being a good motivator. He also needs to be highly aspirational, growth driven and a strong leader. Also his communication & presentation skills needs to be top class. His attitude also need to be very positive such that he can inspire his team of Agents to super achieve. He will need tremendous passion and motivation himself on a day to day basis. To develop all these qualities one needs high quality training.

# THROUGH TRANSFORMATIONAL TRAINING OF LIC DEVELOPMENT OFFICERS

PRESENTED BY

DHRUVSATYA CENTER FOR PERSONAL TRANSFORMATION PVT. LTD.

(AN ISO 9001:2015 CERTIFIED ORGANIZATION)



### MODULE HIGHLIGHTS

- Understanding the role of a LIC Development Officer
- Why a LIC DO is important to LIC- what do they contribute
- The characteristics & attributes that makes a super star LIC DO and how to develop these qualities
- Develop the mind set-develop positive thinking/ positive attitude/ killer instinct, etc.
- Mastering the art of Agent recruitment
- How to effectively conduct the induction training for Agents
- Developing Managerial Skills- Delegating/ Planning/ Target Setting/ Monitoring, etc.
- Managing time and priorities
- How to prepare as a Superstar LIC DO- organizing yourself, making your sales kit/ develop your product knowledge/ being thorough with your competitor's product/ understanding clearly the different customer segments & their needs/ pitching your insurance plan as per your customer's requirement
- Developing Execution Excellence- getting the maximum output for the day
- Setting targets
- Making a granular action plan wrt to how to achieve the targets- creating a dashboard
- Learning to coach, becoming a mentor-giving feedback effectively
- Developing powerful communication and presentation skills
- 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
- Helping to prepare the customer database
- Being effective on phone
- Following up after the sales-giving your customer the best service
- Being thorough with routine insurance compliance
- Breaking through your fears and limiting beliefs
- Goal settings- making your monthly/ weekly/ daily plan
- Time & priority management
- How to pitch to High Net Worth customers
- From an LIC Agent to an Entrepreneur- Showing the Agents a successful career path- profile of some super achievers/ MDRT/ TOT achievers
- Making the Oath Document
- Success visualization



## 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 inputs 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.

### PROPOSED OUTCOMES FROM THIS PROGRAM

At the end of this program every DO will experience huge motivation and a new found enthusiasm and become more aspirational

As a result they will be able to recruit more new agents, motivate them, nurture them, train them and get the best performance out of them, help them 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 Dos and more aspiring youth who would want to take up LIC Agency as an attractive career proposition.

### PERFORMANCE ENHANCING TOOLS

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



### 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. Mac Attram, 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.