

Workshop Report: Insurance Sales Management

Resource Person: Mr. Orayas Mishra

Date: 17th February 2023

Venue: Koutilaya Building

Organizer: School of Management

Participants: Students of BBA 6th Semester

Objective:

The primary objective of the workshop on Insurance Sales Management was to equip participants with the necessary skills and strategies to enhance their performance in selling insurance products effectively.

Key Highlights:

Introduction to Insurance Sales Management: This session provided an overview of the insurance industry, the role of sales management within it, and the importance of effective sales strategies.

Understanding Customer Needs: Participants engaged in discussions and exercises aimed at understanding the diverse needs and preferences of potential insurance customers. This session emphasized the significance of empathy and active listening in identifying and addressing customer needs.

Product Knowledge and Communication Skills: A comprehensive overview of various insurance products was provided, focusing on their features, benefits, and suitability for different customer segments. Additionally, communication techniques and strategies for effectively conveying product information to customers were discussed and practiced.

Sales Techniques and Strategies: This session delved into various sales techniques and strategies tailored specifically for the insurance industry. Topics included prospecting, lead generation, overcoming objections, and closing sales. Real-life case studies and role-playing exercises were utilized to illustrate effective sales techniques.

Utilizing Technology in Sales: With the increasing importance of technology in modern sales processes, this session explored the role of technology in insurance sales. Participants learned about various tools and platforms available for lead generation, customer relationship management, and sales tracking.

Compliance and Ethical Considerations: Ensuring compliance with regulatory requirements and maintaining ethical standards is crucial in the insurance industry. This session provided an overview of relevant regulations and guidelines, emphasizing the importance of ethical conduct in sales practices.

Performance Monitoring and Evaluation: The workshop concluded with a discussion on the importance of monitoring sales performance and implementing mechanisms for continuous

improvement. Participants learned about key performance indicators (KPIs) relevant to insurance sales and strategies for evaluating and enhancing performance.

Outcome:

Enhanced understanding of customer needs and preferences.

Improved product knowledge and communication skills.

Acquisition of effective sales techniques and strategies.

Appreciation of the role of technology in modern sales processes.

Awareness of compliance and ethical considerations in insurance sales.

Understanding of performance monitoring and evaluation techniques.



List of Participant

BBA, Semester_VI

Sr.	Student	Roll No	Signature of Students
1	ANISHA LENKA	210409120001	
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6	SHAILI SHARMA	210409120006	
7	NAMRATA SAHU	210409120007	Namrata Saha
8	P MAMTA KUMARI	210409120008	
9	NIKHIL RAJWADE	210409120009	Nikhil Rajwade
10	ARUNDHUTI HALDAR	210409120010	Arundhati Haldar
11	NILESH KUMAR MAHATO	210409120011	Nilesh K. Mahato
12	DIVYA PURTY	210409120012	Divya Purty
13	FIROJ KUMAR KUNWAR	210409120013	Firoj Kumar
14	PRATIKSHYA ROUT	210409120014	Pratikshya Rout
15	SHUBHAM ADHIKARY	210409120015	
16	ITISMITA BARIK	210409120016	Itismita Barik
17	SAMBITOSH SAHU	210409120017	Sambitosh Saha
18	AYUSMAN SAI TRIPATHY	210409120018	
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24	ISHITA VERMA	210409120025	Ishta
25	JASWINDER KAUR	210409120026	Jaswinder Kaur
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27	MAHI AGARWAL	210409120028	MAHI AGARWAL
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29	NOSHEEN PARVEEN	210409120030	Nosheen Parveen
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31	AAVYA	210409120032	
32	PRITESH KUMAR	210409120033	
33	SOUMYA RANJAN JENA	210409120034	
34	CHAITRADEV JENA	210409120035	
35	TANMAY SAHOO	210409120036	Tanmay Sahoo
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44	SHANU SINGH	210409120045	Shanu Singh
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83	SHEETAL MOHANTY	210409120095	
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