

Train The Trainers Program

**State Life Insurance Corporation/ Pakistan Insurance
Institute**
AGENTS FOUNDATION COURSE



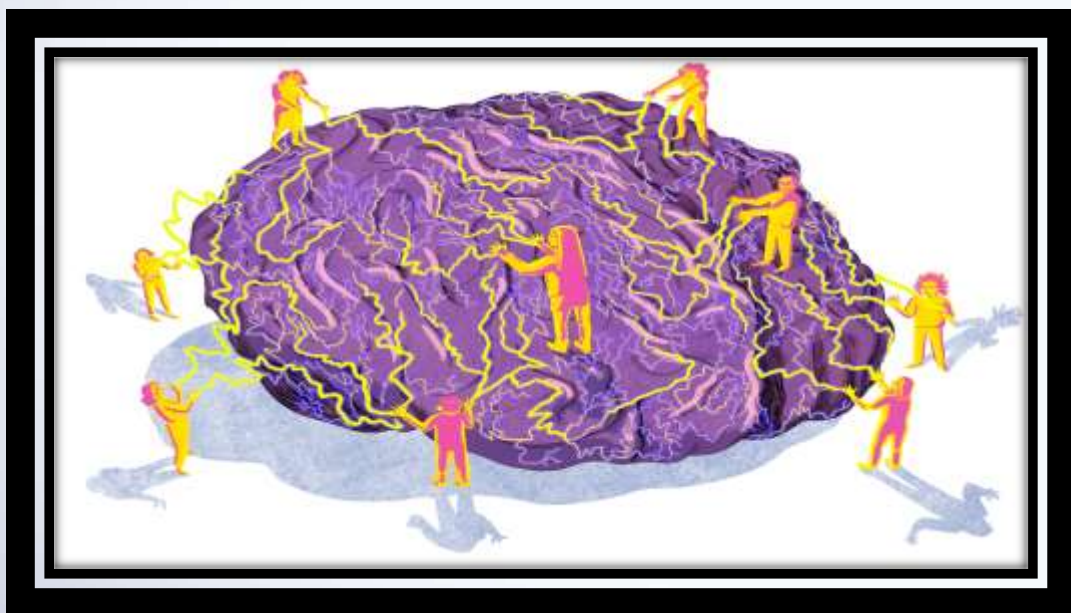
Ice Breaker

Question





Hooked Mindset - Perception





Training sessions





How to clean and who will???





Why it is Required?





Why we gather today?

Show muscles
V R Skillful
Talented
Good speaker
Command on
subject /
language

Trainer VS Trainees

Share
Knowledge

Purpose

Apply this
knowledge

Trainees

Why?

To Serve

Agents
Sell Policies
Commission
increase portfolio
Better life / future

Biggest
purpose?

Customer



Mission and Objectives

Mission

- To remain the leading insurer in the country by extending the benefits of insurance to all sections of society and meeting our commitments to our policy holders and the nation.

Objectives

- To run life insurance business on sound line.
- To provide more efficient service to the policyholders.
- To maximize the return to the policyholders by economizing on expenses and increasing the yield on investment.



Mission and Objectives

To make life insurance a more effective means of mobilizing national savings.

- To widen the area of operation of life insurance and making it available to as large a section of the population as possible, extending it from the comparatively more affluent sections of society to the common man in towns and villages.
- To use the policyholders fund in the wider interest of the community.



Break 10 mins





Activity





Video

<https://www.youtube.com/watch?v=Ne9ivejy9qs&list=PPSV>

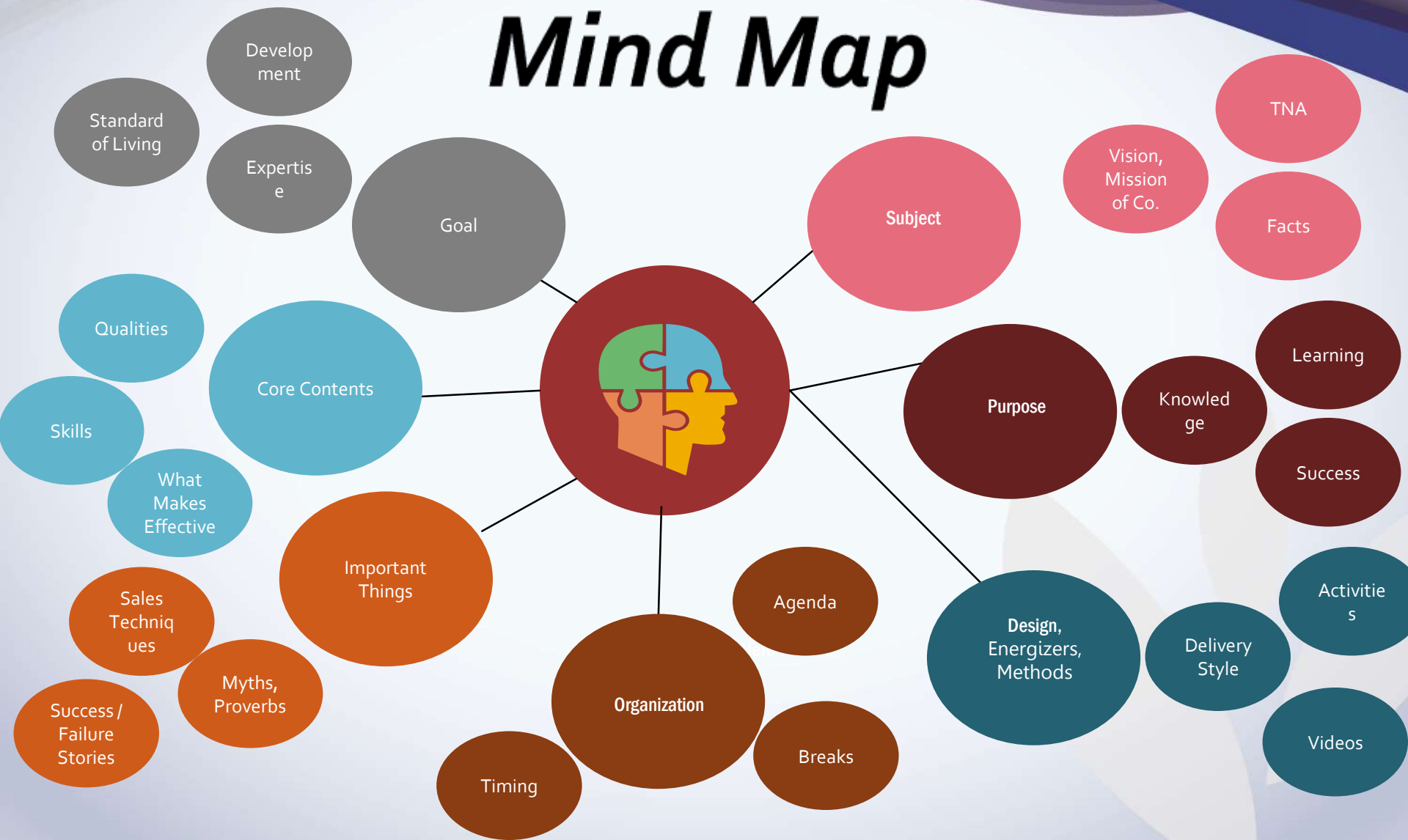


Core contents





Mind Map





Interesting facts





How we learn?

- 1% through taste
- 1.5% through touch
- 3.5% through smell
- 11% through hearing
- 83% through sight



Four domains of learning

| | |
|--|---|
| Cognitive (Deals with knowledge) | Affective (Deals with feelings) |
| Affective | Interpersonal Deals with behavior |



We absorb or Retain

- 10% of what we read
- 20% of what we hear
- 30% of what we see
- 50% of what we see and hear
- 70% of what we say
- 90% of what we say as we act

- Research of Cuban (2001) indicated the psychology of visual aids



Levels of Knowledge

| | |
|--|--------------------|
| Awareness (Can recognize when see) | familiarity |
| Competence | Mastery |



Levels of Interest

| | |
|--------------------|--------------------|
| Prisoners | Vacationers |
| Socializers | Learners |



Qualities of a Trainer





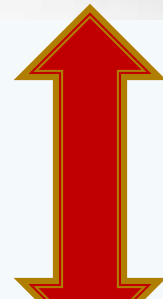
Trainer qualities

- 1) See ,Hear, Speak ,Non speaking action
- 2) Public speaking
- 3) Social interaction
- 4) Active listening
- 5) Motivation
- 6) Must be a good learner – command on topic
- 7) Humble and pleasing personality



Glossophobia

Scopophobia





90-20-08 Rule

- Sessions should be no longer than 90 Minutes without a formal break.
- Trainer should teach for no more than 20 minutes.
- The audience should have the opportunity to be involved every 8 minutes.



Dreams and thoughts



Education

Money

Children marriage

Death





Quotes

**“ Education is not the learning of facts but
the training of the mind to think “**

Albert Einstein 1879-1955

**“ The mind is not a vessel that needs filling
but wood that needs igniting”**

Plutarch AD 46- AD 120



Why it is Required?

- The following skills are required for the trainers:
 - Public speaking and presentation skill
 - Compassion/ Empathy
 - Listening is the key
 - Enthusiasm for topic (make it interesting)
 - Story telling
 - Communication with the trainees (before or after the sessions).

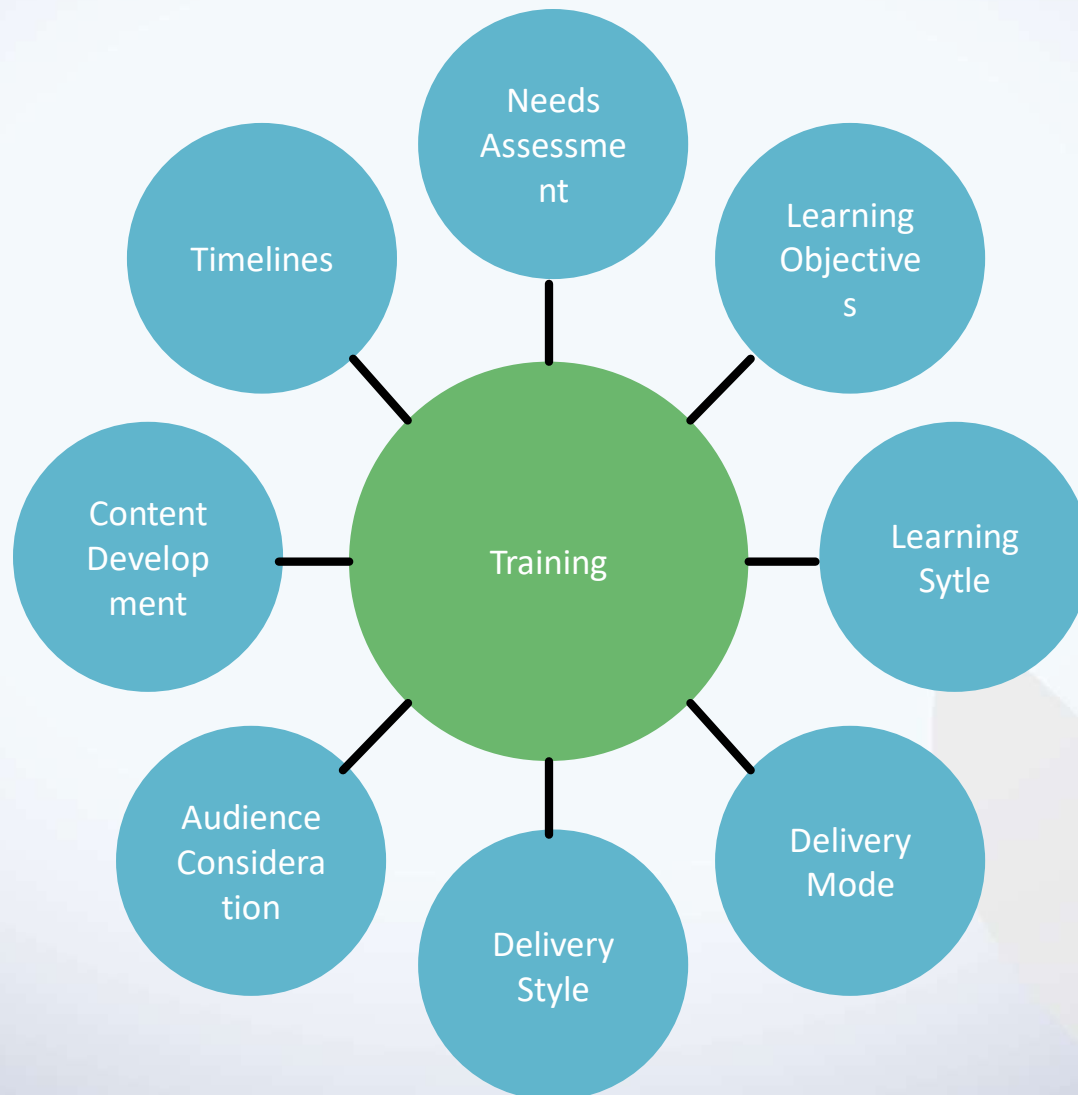


Ingredients for a trainer?

- The Trainer should be a motivator
- Should have command on the subject (means updated command – R&D
- Should have excellent Communication Skills (should have skill to come down from his level to all trainees level) verbal and non verbal
- Should be a Social person (Humble)
- Should be a true learner
- Should be progressive

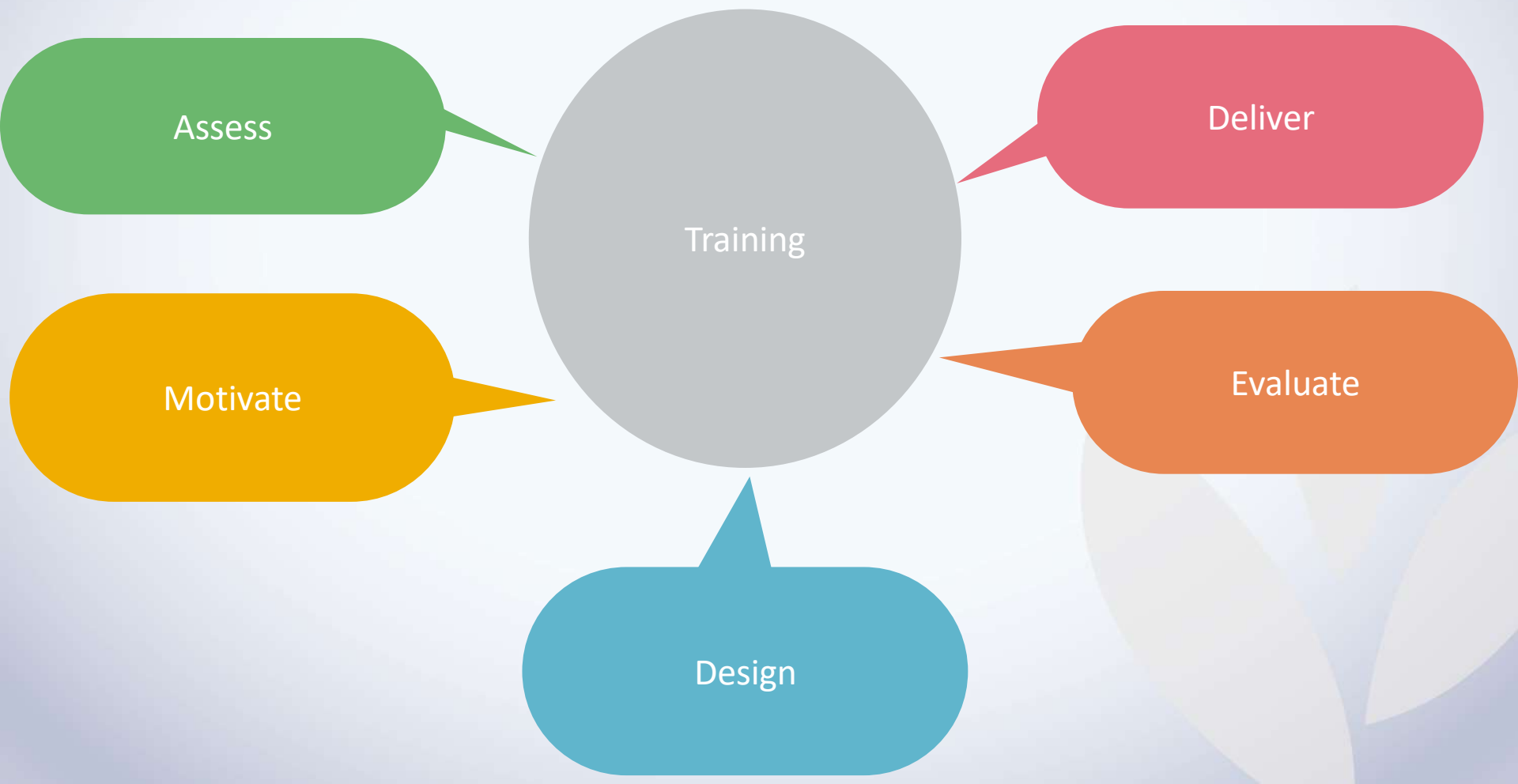


Design Of Training





What Makes Successful training





Video – Sales Pitch

<https://youtu.be/hM7aqPW3fxY?si=gdsVD95i5LcVbpsO>



Market Segmentation

- **Age-Based Segmentation**
- **Family Status**
- **Income and Wealth Levels**
- **Occupation and Profession**
- **Health Status**
- **Lifestyle and Hobbies**





Sales Tips

- Try to meet and greet with Decision Maker not relatives / friends.
- Meeting at least 03 prospects a day.
- Cold Calls – at least 10 a day





Training Methods





2nd break





Activity

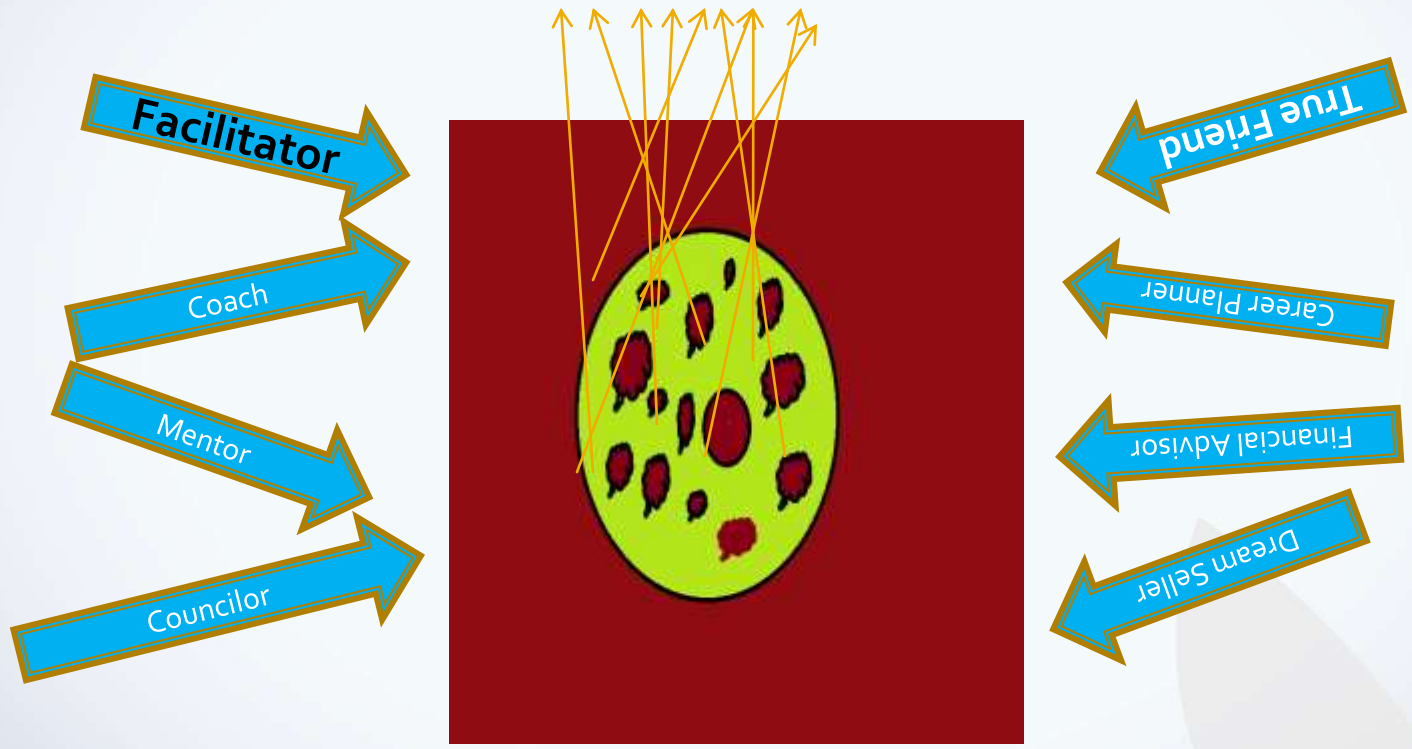
- Passing through A4 size paper





Love Circle - Concept

Parents, Siblings, Relatives, Neighbors,
Colleagues, Peers, Customers etc.





Video - Consistency

https://youtu.be/BpDkoTroWHA?si=l4zczQ3dSIUW_hLy





Technical Part- Foundation

Must have Command on the subject like a gardener





Foundation ????



What is foundation?

Who's Foundation?



Who's Agent?



Trainee Expectations

Learning

New Skills

Knowledge
Enhancement

Professional
Development

Practical and Real
time Examples

Motivation

Two Way
Communication

Professional
Growth

Success



Hitting the Target



Celebrating Success





1. Introduction to Insurance

1. What is Insurance ?
2. Brief History Of Insurance
3. Purpose And Need Of Insurance
4. Insurance As A Social Security Tool
5. Role Of Insurance In Economic Development
6. Bifurcation of Insurance sector – Life & Non Life.



2. The Life Insurance Market

- **Operation and Structure**

- Product design and development
- Product Marketing / Selling through distribution channels
- Underwriting / Product Management
- Services
- Claim Administration
- Finance and Investments



Distribution Channels In Life Insurance

- **Direct Sales Force**
- **Bancassurance**
- **Websales**
- **Telesales**





Insurance Intermediaries

- Insurance Agents**
- Insurance Brokers**
- Third party Administrators**
- Insurance Surveyors**



Life Insurance Market of Pakistan





3. Insurance Agency

- Definition of an Insurance Agency
- Agency contract under the insurance Ordinance 2000
- Legal Status , rights and responsibilities of agent and the principle



4. Risk and Insurance

- Definition of risk as it relates to insurance
- Categories of risk
- Types of risk which can be insured
- Types of risk which can not be insured
- Components of risk
- Basis of insurance as a risk transfer mechanism
- Pooling of risks
- Self Insurance; Co- insurance ; reinsurance
- Benefits of Insurance



5. Basic Insurance Principles

1. Essentials of a valid contract
2. Insurable Interest
3. Utmost good faith
4. Indemnity
5. Proximate Cause
6. Subrogation
7. Under insurance and the application of average
8. Non- Life Reinsurance and its types



6. Principles of Life Insurance

1. Life Insurance Contract
2. Insurable Interest
3. Utmost good faith
4. Indemnity
5. Needs and Insurance





7. Life Insurance Products

- ❑ Unit Linked Polices
- ❑ Universal Life Policies
- ❑ With Profit and without Profit
- ❑ Individual and Group policies
- ❑ Types of Insurance Products as whole life Products , interest sensitive product, term Assurance
- ❑ Annuities , Endowment Assurance etc
- ❑ Insurance products for female and children.



8. Underwriting

1. Introduction
2. Classification of Risk
3. Financial Underwriting
4. Non- Medical Underwriting
5. Underwriting by Agents
6. Recent Trends





9. Insurance Documents

1. Insurance documents including proposal forms, illustrations and other relevant forms.
2. First premium Receipt / Renewal Premium Receipt
3. Policy Contract , Endorsement , Renewal Notice / Bonus Notice , Others.



10. Policy Conditions

1. Age, Days of grace, Lapse and Non-forfeiture , paid up value , Revival, Assignment.
2. Nomination, Surrenders and Loan
3. Indisputability of the policy.



11. Claims

1. Intimation Procedure
2. Claims Documents - Forms.
3. Settlement Procedure
4. Accident and disability Benefits





12. Life Insurance Marketing

1. Marketing Concept
2. Distribution Channel
3. The Customer
4. Strengthening Relationship
5. Function of an agent
6. Advertisement
7. Customer Satisfaction





13. Role of an Insurance Agent

1. What is an Insurance Agent?
2. Selling Process
3. Pre- approach , interview, Objection, closing, service Ethical behavior
4. Consumerism in Insurance.





14. Personal Development

- Scope
- Product Knowledge
- Customer oriented business target
- Time Management
- Long Term Relationship
- Motivation, Morale
- Communication Skill
- Behavior with Others





15. Laws and Regulations

- Insurance Ordinance , 2000
- SEC Insurance Rules , 2002
- Insurance Rules, 2002
- Financial Planning & Taxation.





How to break the Ice?

- ❖ What is your background?
- ❖ What are your expectations from this training?
- ❖ What has been your greatest achievement to date and why?



Why it is Required?

- Engage the trainees
- Develop your self with learners
- Be an observer
- Put your self in trainees shoes
- Stay up to date
- Practice / Prepare
- First fill your glass then share





License to protect or to kill





Thanks

