

**REDESIGNED MODULES FOR THE
SECTOR**

Financial Sector- Life Insurance

**UNDER
MODULAR EMPLOYABLE SKILLS (MES)**

Redesigned in – 2015

By
Government of India
Directorate General of Employment & Training
New Delhi

Preface

The redesigned modules of Financial Sector-Insurance consist of the following modules

Module No	Module Name	Space Norms	Power Norms	Unit Size	Instructor's Qualification
M1	Sales Advisor- Life Insurance	25sq .m	3 KW	20	As per General Information of each module
M2	Senior Sales Advisor- Life Insurance	25 sq .m	3 KW	20	As per General Information of each module
M3	Tele Caller - Life Insurance	25 sq .m	3 KW	20	As per General Information of each module

MODULE-1

General information for **Sales Advisor- Insurance**

Name of Sector	Financial Sector-Insurance
Name of Module	Sales Advisor- Life Insurance
Old MES Code	INS101
Duration of Course	400 hours (300 hours- Domain; 100 hours- soft skills)
Entry Qualification of Trainee	Minimum 10th Standard
Unit size (No. Of trainees)	Minimum20
Power Norms	3.0 KW
Centre Norm	VTP will train within the premise of the Industry partner
Space Norms (Workshop and Class Room)	25Sq.mtr
Instructors Qualification	Insurance: <ul style="list-style-type: none">• Graduate or post graduate in commerce or management with certification from IRDA• Work experience of at least 5 years in the industry with good domain knowledge both in product knowledge and regulatory aspects.• Domain knowledge on finer aspects of ethical selling and customer relationships.• The trainer should be well versed in the local language and English. Soft Skill <ul style="list-style-type: none">• Graduate or post graduate in commerce or management• 3 years' experience in the insurance domain as a supervisor managing people , processes and performance• A minimum of 3 years of training experience in various aspects of soft skills including communication, grooming, etiquette (phone and personal), customer service, persuasion, ethics, etc.• The trainer should be well versed in the local language and English
Desirable	

Objectives:

- Explain the evolution and nature of insurance.
- Explain the purpose and need of insurance.
- List the insurance products offered by various insurance providers
- Acquire knowledge about the market players in the insurance sector of India.
- Define the common terms used in the insurance sector.
- Explain the purpose and importance of different types of insurance protection as a risk management strategy
- Practice mapping the policy with the customer needs.
- Explain the benefits and returns linked with the policy.
- Demonstrate skills while dealing with different types of customers
- Practice FAB-bing while proposing a policy to the customer.
- Visit to various service providers to have 'feel' of the actual working and procedures.
- Demonstrate skills while handling customers while on the job.
- Make necessary calculations as per the requirement.
- Offer solutions as per the customer needs.
- Make a sale as per the prescribed standards
- Practice selling skills while making a sale.
- Perform documentation as per the requirement.
- Demonstrate skills while working on a computer.
- Demonstrate facing interview skills

Terminal Competency:

After completion of training the trainee will be able to work as an Insurance sales person in various lifeinsurance companies.

Course Contents for Module: -Sales Advisor- Life Insurance

Practical Competencies	Underpinning Knowledge (Theory)	Learning Outcome
<p><u>Orientation to Insurance concept and industry</u></p> <ul style="list-style-type: none"> • Understand the basics and nature of insurance • Explain the evolution and nature of insurance • Explain how insurance operates today – different classes of insurance • Explain the importance of insurance • Explain how insurance takes care of unexpected eventualities. 	<ul style="list-style-type: none"> • Meaning, • Purpose and • Need of insurance • Career prospects in the industry • Market potential in India • Types of insurance- General, Life, Medical 	<ul style="list-style-type: none"> • Explain the concept of insurance industry. • List the types of insurance.
<p><u>Products available in the market- An Overview</u></p> <ul style="list-style-type: none"> • List the types of insurances available in the market. • Explain what a particular type of insurance caters to. • List the insurance products offered by various insurance providers • Acquire knowledge about the market players in the insurance sector of India. • Define the common terms used in the insurance sector. 	<ul style="list-style-type: none"> • General Insurance & its types • Life Insurance & its types • Medical Insurance & its types • Insurance providers in market • Common insurance terminologies 	<ul style="list-style-type: none"> • Demonstrate an understanding of the insurance products available in the market.
<p><u>Risk</u></p> <ul style="list-style-type: none"> • Identify possible risks. • Explain the purpose and importance of different types of insurance protection as a risk management strategy • Explain strategies for handling risk. 	<ul style="list-style-type: none"> • Concept of risk • Risk assessment • Assignment of risk • Transfer 	<ul style="list-style-type: none"> • Demonstrate an understanding of the concept of risk.

<ul style="list-style-type: none"> Recognize the role of risk. Explain how insurance transfers risk to a third party. 		
<p><u>Products in Insurance</u></p> <ul style="list-style-type: none"> Introduction to some of the actual products available in the market by providing sample copies. Identify various insurance policies available in the market Mapping the policy with the customer needs Explain the benefits and returns linked with the policy 	<ul style="list-style-type: none"> Insurance Products (Term, Endowment & ULIP)-concept, features, types etc. Life Insurance Products General Insurance Products Medical Insurance Products Different types and rationale for variation, riders, annuities, group insurance, special schemes etc. Underwriting –meaning, importance and process Medical and non-medical underwriting. Concept of Premium, Bonus, HLV and premium calculation 	<ul style="list-style-type: none"> Explain various insurance policies available in the market.
<p><u>Life Insurance</u></p> <ul style="list-style-type: none"> Examine the different types of insurance available. Identify the life insurance needs of an individual on basis of income, expenses, liabilities and investments in order to secure the family's future. Identify key terms associated with insurance and risks: natural disaster, liability, disability, deductibles, and risk management. Practice the technique of calculating sum assured 	<ul style="list-style-type: none"> Concept of Premium, Bonus, HLV Principle of calculating sum insured Rider Concept 	<ul style="list-style-type: none"> Calculate premium, bonus, HLV and sum assured. Explain the rider concept.

<ul style="list-style-type: none"> Suggest the supplementary benefits added in the primary life insurance policy purchased by the insured. 		
<p><u>Insurance marketing intermediaries</u></p> <ul style="list-style-type: none"> Explain the role holders involved in the sale of insurance. Identify who sells insurance to whom and how agents and brokers are compensated. 	<ul style="list-style-type: none"> Their role and legal implications – <ul style="list-style-type: none"> Agents, Corporate Agents (Bank and Non-Bank) Brokers 	<ul style="list-style-type: none"> Explain the role of insurance marketing intermediaries.
<p><u>Calculations in Insurance:</u></p> <ul style="list-style-type: none"> Make the necessary calculations w.r.t. an insurance policy, 	<ul style="list-style-type: none"> Human Life Value (HLV) Premium Bonus Surrender and Reduced paid up Other financial instruments 	<ul style="list-style-type: none"> Demonstrate an understanding of the legal and regulatory aspects in insurance.
<p><u>Legal and Regulatory aspects</u></p> <ul style="list-style-type: none"> Describe the regulators of insurance industry, what they do, why they do it and issues regarding regulations. List the legal and regulatory effects of insurance. 	<ul style="list-style-type: none"> Insurance Act 1938 IRDA Act 1999, Various regulations issued by IRDA etc 	<ul style="list-style-type: none"> Demonstrate an understanding of the legal and regulatory aspects in insurance.
<p><u>Process Adherence</u></p> <ul style="list-style-type: none"> Explain the process involved in the sale of an insurance. Explain the process involved in claiming the insurance. Demonstrate compliance with the insurance related policies. 	<ul style="list-style-type: none"> Sale of insurance Insurance Claims – procedure (including rationale behind it) and relevant documents. Insurance compliance 	<ul style="list-style-type: none"> Demonstrate compliance with the insurance related policies.
<p><u>Making a Sale</u></p> <ul style="list-style-type: none"> List various types of customer profiles Demonstrate skills while 	<ul style="list-style-type: none"> Customer profiling Assessing needs Offering a product-information & comparison 	<ul style="list-style-type: none"> Practice steps involved in making a telephonic sale of insurance policies. Demonstrate ethical selling

<p>dealing with different types of customers</p> <ul style="list-style-type: none"> • Assess the specific need of the customer • Identify the life insurance needs of an individual on basis of income, expenses, liabilities and investments in order to secure the family's future. • Proposing a product thereby mapping customer needs with the product offered • Practice upselling while proposing a product. • Suggest a plan keeping in view the life insurance needs of an individual on basis of income, expenses, liabilities and investments in order to secure the family's future. • Use a proper sales pitch in terms of insurance selling at different life stages • Eliminate doubts w.r.t. the policy offered • Complete formalities w.r.t the product offered • Demonstrate ethical selling while making a sale. 	<ul style="list-style-type: none"> • Upselling • Product FABbing • Explaining the product – premium, bonus, benefits and working • Elimination of doubts • Closure of sale • After sales service 	<p>practices.</p>
<p><u>Documentation</u></p> <ul style="list-style-type: none"> • Understanding the purpose of a proposal form and how to fill it. • Writing the Agents Confidential Report (ACR). • List the documentation related to claims and 	<ul style="list-style-type: none"> • Introduction to various insurance documents (Proposal Form Etc), their importance and legal implications. • Understanding the Policy document and its terms and conditions. • Concept and implication of 	<ul style="list-style-type: none"> • Formulate reports as per the job requirements. • Analyze reports.

verification.	assignment and nomination. <ul style="list-style-type: none"> Agents Confidential Report (ACR) Documentation for verification and claim 	
<u>Speak well</u> <ul style="list-style-type: none"> Applying effective communication techniques with enhanced self-belief Demonstrating usage of desired voice tone/pitch/volume Demonstrating understanding of Non-Verbal cues 	<ul style="list-style-type: none"> Importance of Personality Development in Career Growth Introduction to Communication – verbal and non-verbal Identify the elements of customer service Personality Development Communicate with Customers 	<ul style="list-style-type: none"> Demonstrate effective communication techniques while interacting with customers a, peers and supervisors.
<u>Basics of Computer</u> <ul style="list-style-type: none"> Identifying Computer hardware and peripherals used in a Retail outlet Demonstrating use of internet, e-mail, telephone, fax and photocopier. Demonstrating keyboard skills in a simulated environment Identifying computer software used in insurance working. 	<ul style="list-style-type: none"> Understanding the Hardware Introduction to computer peripherals Computer peripherals used in a Retail outlet Introduction to Internet explorer Apply key board skills Operating data entry equipment Computer software used in insurance 	<ul style="list-style-type: none"> Demonstrate skills while working on a computer.
<u>Working on a Tab</u> <ul style="list-style-type: none"> Demonstrate skills while working on a tab. 	<ul style="list-style-type: none"> Operating a tab Working on the preloaded software 	<ul style="list-style-type: none"> Perform the requisite task on the tab.
<u>Orientation to Customer Service</u> <ul style="list-style-type: none"> Identifying the elements of customer service Identifying the customer needs Providing Moment of Truth customer service Demonstrating persuasion skills while interacting with customer Demonstrating proactive 	<ul style="list-style-type: none"> Introducing Customer Service Moment of Truth Proactive behavior Persuasion skills Negotiation Skills Business etiquettes Self-motivation Team Work 	<ul style="list-style-type: none"> Demonstrate skills while handling customers. Deal with customers as per the company policies ensuring a customer satisfaction.

<p>behavior at work</p> <ul style="list-style-type: none"> • Demonstrating etiquette in day-to-day work life. • Practice negotiation skills while making a sale. • Demonstrating self-motivation. • Explaining importance of working in a team. • Demonstrate team work. 		
<p><u>Facing Interview Skills</u></p> <ul style="list-style-type: none"> • Identifying essentials of a resume • Demonstrating effective resume writing • Demonstrating facing interview skills 	<ul style="list-style-type: none"> • Resume writing • Facing the interview 	<ul style="list-style-type: none"> • Handle a job interview effectively thereby securing a job.
<p><u>On the Job Training</u></p> <ul style="list-style-type: none"> • Visit to various service providers to have 'feel' of the actual working and procedures. • Make necessary calculations as per the requirement. • Offer solutions as per the customer needs. • Make a sale as per the prescribed standards 	<ul style="list-style-type: none"> • Profiling • Assessing customer needs • Offering a product • Pitching a product • Product Fab-bing • Making calculations • Making a sale 	<ul style="list-style-type: none"> • Demonstrate skills while handling customers while on the job.
<p><u>Employability Skills –</u> <u>Note: some topics under this module may be an overlap w.r.t. the specific modules suggested in the syllabus w.r.t. the role requirements. In such a case, the topics will be merged with the employability skills modules.</u></p> <ul style="list-style-type: none"> • Practice employability skills while working in a professional set-up or as an entrepreneur. 	<ul style="list-style-type: none"> • As per the Soft & Entrepreneurship Skills listed under Modular Employable Skills (MES) / Skill Development Initiative Scheme (SDIS) <ul style="list-style-type: none"> ○ Development Competency / Proficiency in English /Vernacular ○ Effective Communication ○ Self &Time Management ○ Motivation Technique 	<ul style="list-style-type: none"> • Demonstrate employability skills while working in a professional set-up or as an entrepreneur.

	<ul style="list-style-type: none"> ○ Interpersonal Skill Development ○ Computer Literacy ○ Life Skills ○ Entrepreneurship ○ Occupational safety , Health and Environment Education 	
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List of Tools & Equipment for module:-Sales Advisor- Life Insurance

Sl no	Name of Tool/ Equipment	Quantity
1.	Computer	1
2.	Tablet	4
3.	LCD Projector	1
4.	Projection Screen	1
5.	White/ Black Boards	1
6.	Flip Chart	10
7.	Flip Chart Holder	1
8.	Markers	1 Box (Different Colours)
9.	Reference material: Literature, pamphlets, brochures, proposal forms etc.	1 per candidate

MODULE-2

General information for **Supervisor of Sales Advisor - Life Insurance**

Name of Sector	Financial Sector-Life Insurance
Name of Module	Supervisor of Sales Advisor - Life Insurance
Old MES Code	INS203
Duration of Course	400 hours (300 hours- Domain; 100 hours- soft skills)
Entry Qualification of Trainee	Minimum 12th Standard
Unit size (No. Of trainees)	Minimum 20
Power Norms	3.0 KW
Centre Norm	VTP will train within the premise of the Industry partner
Space Norms	25 Sq.mtr
Instructors Qualification	Insurance: <ul style="list-style-type: none">• Graduate or post graduate in commerce or management with certification from IRDA• Work experience of at least 5 years in the industry with good domain knowledge both in product knowledge and regulatory aspects.• Domain knowledge on finer aspects of ethical selling and customer relationships.• The trainer should be well versed in the local language and English. Soft Skill <ul style="list-style-type: none">• Graduate or post graduate in commerce or management• 3 years' experience in the insurance domain as a supervisor managing people , processes and performance• A minimum of 3 years of training experience in various aspects of soft skills including communication, grooming, etiquette (phone and personal), customer service, persuasion, ethics, etc.• The trainer should be well versed in the local language and English
Desirable	

Objectives:

- Explain the evolution and nature of insurance.
- Explain the purpose and need of insurance.
- List the insurance products offered by various insurance providers
- Acquire knowledge about the market players in the insurance sector of India.
- Define the common terms used in the insurance sector.

- Explain the purpose and importance of different types of insurance protection as a risk management strategy
- List the legal and regulatory effects of insurance.
- Practice mapping the policy with the customer needs.
- Explain the benefits and returns linked with the policy.
- Demonstrate skills while dealing with different types of customers
- Practice FAB-bing while proposing a policy to the customer.
- Visit to various service providers to have 'feel' of the actual working and procedures.
- Demonstrate skills while handling customers while on the job.
- Make necessary calculations as per the requirement.
- Offer solutions as per the customer needs.
- Make a sale as per the prescribed standards
- Practice selling skills while making a sale.
- Perform documentation as per the requirement.
- Demonstrate team management skills.
- Demonstrate skills while working on a computer.
- Demonstrate facing interview skills

Terminal Competency: After completion of training the trainee will be able to work as a supervisor of an Insurance sales person in various life insurance companies.

Course Contents for Module:-Supervisor of Sales Advisor - Life Insurance

Practical Competencies	Underpinning Knowledge (Theory)	Learning outcome
<p><u>Orientation to Insurance concept and industry</u></p> <ul style="list-style-type: none"> • Understand the basics and nature of insurance • Explain the evolution and nature of insurance • Explain how insurance operates today – different classes of insurance • Explain the importance of insurance • Explain how insurance 	<ul style="list-style-type: none"> • Meaning • Purpose and • Need of insurance • Career prospects in the industry • Market potential in India • Types of insurance- General, Life, Medical 	<ul style="list-style-type: none"> • Explain the concept of insurance industry. • List the types of insurance.

<p>takes care of unexpected eventualities.</p>		
<p><u>Products available in the market- An Overview</u></p> <ul style="list-style-type: none"> • List the types of insurances available in the market. • Explain what a particular type of insurance caters to. • List the insurance products offered by various insurance providers • Acquire knowledge about the market players in the insurance sector of India. • Define the common terms used in the insurance sector. 	<ul style="list-style-type: none"> • General Insurance & its types • Life Insurance & its types • Medical Insurance & its types • Insurance providers in market • Common insurance terminologies 	<ul style="list-style-type: none"> • Demonstrate an understanding of the insurance products available in the market.
<p><u>Risk</u></p> <ul style="list-style-type: none"> • Identify possible risks. • Explain the purpose and importance of different types of insurance protection as a risk management strategy. • Explain strategies for handling risk. • Recognize the role of risk. • Explain how insurance transfers risk to a third party. 	<ul style="list-style-type: none"> • Concept of risk • Risk assessment • Assignment of risk • Transfer 	<ul style="list-style-type: none"> • Demonstrate an understanding of the concept of risk.
<p><u>Products in Insurance</u></p> <ul style="list-style-type: none"> • Examine the different types of insurance available. • Identify the life insurance needs of an individual on basis of income, expenses, liabilities and investments in order to secure the family's future. • Identify key terms associated with insurance and risks: natural disaster, 	<ul style="list-style-type: none"> • Insurance Products – concept, features, types etc. • Different types and rationale for variation, riders, annuities, group insurance, special schemes etc. • Life Insurance Products • General Insurance Products • Medical Insurance Products • Underwriting – meaning, 	<ul style="list-style-type: none"> • Explain various insurance policies available in the market.

<p>liability, disability, deductibles, and risk management.</p> <ul style="list-style-type: none"> • Suggest the supplementary benefits added in the primary life insurance policy purchased by the insured. 	<p>importance and process</p> <ul style="list-style-type: none"> • Medical and non-medical underwriting. • Concept of Premium, Bonus, HLV and premium calculation 	
<p><u>Insurance marketing intermediaries</u></p> <ul style="list-style-type: none"> • Explain the role holders involved in the sale of insurance. • Identify who sells insurance to whom and how agents and brokers are compensated. 	<ul style="list-style-type: none"> • Their role and legal implications – <ul style="list-style-type: none"> ○ Agents, ○ Corporate Agents (Bank and Non- Bank) ○ Brokers 	<ul style="list-style-type: none"> • Explain the role of insurance marketing intermediaries.
<p><u>Calculations in Insurance</u></p> <ul style="list-style-type: none"> • Make the necessary calculations w.r.t. an insurance policy, 	<ul style="list-style-type: none"> • Human Life Value (HLV) • Premium • Bonus • Surrender and Reduced paid up • Other financial instruments 	<ul style="list-style-type: none"> • Demonstrate an understanding of the legal and regulatory aspects in insurance.
<p><u>Legal and Regulatory aspects</u></p> <ul style="list-style-type: none"> • Describe the regulators of insurance industry, what they do, why they do it and issues regarding regulations. • List the legal and regulatory effects of insurance. 	<ul style="list-style-type: none"> • Insurance Act 1938 • IRDA Act 1999, • Various regulations issued by IRDA etc 	<ul style="list-style-type: none"> • Demonstrate an understanding of the legal and regulatory aspects in insurance.
<p><u>Process Adherence</u></p> <ul style="list-style-type: none"> • Explain the process involved in the sale of an insurance. • Explain the process involved in claiming the insurance. • Demonstrate compliance with the insurance related policies. 	<ul style="list-style-type: none"> • Sale of insurance • Insurance Claims – procedure (including rationale behind it) and relevant documents. • Insurance compliance 	<ul style="list-style-type: none"> • Demonstrate compliance with the insurance related policies.
<p><u>Making a Sale</u></p> <ul style="list-style-type: none"> • List various types of 	<ul style="list-style-type: none"> • Customer profiling • Assessing needs 	<ul style="list-style-type: none"> • Practice steps involved in making a

<p>customer profiles</p> <ul style="list-style-type: none"> • Demonstrate skills while dealing with different types of customers • Assess the specific need of the customer • Identify the life insurance needs of an individual on basis of income, expenses, liabilities and investments in order to secure the family's future. • Proposing a product thereby mapping customer needs with the product offered • Practice upselling while proposing a product. • Suggest a plan keeping in view the life insurance needs of an individual on basis of income, expenses, liabilities and investments in order to secure the family's future. • Use a proper sales pitch in terms of insurance selling at different life stages • Eliminate doubts w.r.t. the policy offered • Complete formalities w.r.t the product offered • Demonstrate ethical selling while making a sale. 	<ul style="list-style-type: none"> • Offering a product-information & comparison • Upselling • Product FABbing • Explaining the product – premium, bonus, benefits and working • Elimination of doubts • Closure of sale • After sales service 	<p>telephonic sale of insurance policies.</p> <ul style="list-style-type: none"> • Demonstrate ethical selling practices.
<p><u>Documentation</u></p> <ul style="list-style-type: none"> • Understanding the purpose of a proposal form and how to fill it. • Writing the Agents Confidential Report (ACR). • List the documentation related to claims and verification. 	<ul style="list-style-type: none"> • Introduction to various insurance documents (Proposal Form Etc), their importance and legal implications. • Understanding the Policy document and its terms and conditions. • Concept and implication of assignment and 	<ul style="list-style-type: none"> • Formulate reports as per the job requirements. • Analyze reports.

	<p>nomination.</p> <ul style="list-style-type: none"> Agents Confidential Report (ACR) Documentation for verification and claim 	
<p><u>Recruitment</u></p> <ul style="list-style-type: none"> Profile candidates w.r.t. the job requirements. Follow the selection criteria while recruiting the sales advisors. Practice the policy of right candidate for the right job. 	<ul style="list-style-type: none"> Profiling Interviewing & Selection Skills 	<ul style="list-style-type: none"> Demonstrate interviewing and selection skills while recruiting the sales advisors.
<p><u>Team Management</u></p> <ul style="list-style-type: none"> The importance of managing your team. How to set expectations. How to motivate your team. How to diagnose performance problems. Different leadership styles. 	<ul style="list-style-type: none"> Team Management Team Expectations Building a successful team Team Motivation – Providing the spark Diagnosis of performance problems Situational leadership 	<ul style="list-style-type: none"> Demonstrate team management skills.
<p><u>Motivation</u></p> <ul style="list-style-type: none"> Understand the concept of Motivation. Identify the causes for de-motivation. Understand how to motivate your Advisors. 	<ul style="list-style-type: none"> What is Motivation? Why do advisors get de-motivated? Effects of de-motivation Understanding Motivation What motivates an Advisor? Different Needs of an Individual Motivating an advisor 	<ul style="list-style-type: none"> Motivate self and team on a day to day basis.
<p><u>Retention of Advisors</u></p> <ul style="list-style-type: none"> Identify the importance of advisor retention. Identify the reasons of Advisors drop out. Take steps to improve Advisor retention. 	<ul style="list-style-type: none"> Recruitment – The Role of the Sales Advisor What is Sales Advisor Retention? Why do Sales Advisors dropout? How to improve Advisor Retention 	<ul style="list-style-type: none"> Ensure advisor retention thereby taking the corrective measures.
<p><u>Managing Performance & Discipline</u></p> <ul style="list-style-type: none"> List the parameters used to measure agent's performance. Learn different styles of 	<ul style="list-style-type: none"> Understanding People and Leadership styles <ul style="list-style-type: none"> The Learning Curve 4 stages of Learning 	<ul style="list-style-type: none"> Practice steps involved in managing performance & discipline.

<p>leadership necessary for managing advisors.</p> <ul style="list-style-type: none"> • Identify the key drivers of the business. • Conduct a weekly review meeting. • Follow steps involved in managing performance & discipline. 	<ul style="list-style-type: none"> ○ The Life of an Advisor ○ Leadership Styles • Recognizing the Key Drivers of Performance • Managing Performance <ul style="list-style-type: none"> ○ Activity Management ○ Conducting a Weekly Review Meeting ○ Daily follow-up with Advisors ○ My market 50 ○ My market 100 • Handling & Enforcing Discipline 	
<p><u>Activity Management</u></p> <ul style="list-style-type: none"> • Explain the importance of activity management. • Monitor & evaluate Advisor activity. • Identify developmental needs and take corrective action. 	<ul style="list-style-type: none"> • Revisit the Sales Process • Activity to be Managed • Monitoring Activity • Evaluation of Activity Ratios • Development Action Plans • Action Plan Procedures 	<ul style="list-style-type: none"> • Take corrective action w.r.t. the activity in progress.
<p><u>Advisor Development Methods</u></p> <ul style="list-style-type: none"> • Explain different methods of Advisor development. • Conduct interesting sessions aimed at Advisor development. • Develop an Action Plan. 	<ul style="list-style-type: none"> • A Review of Advisor Development Methods • Preparing for development sessions • Evaluating development sessions • Implementing an Advisor development Action Plan 	<ul style="list-style-type: none"> • Initiate developmental plans for the advisors. • Implement the developmental plans for the sales advisors.
<p><u>Building A Tier 2 Agency</u></p> <ul style="list-style-type: none"> • Identify the Tiered Agency Structure. • Understand the qualification criteria for Tier 2 Advisors. • Identify potential Tier 2 Advisors. • Explain the Contract Maintenance Criteria. 	<ul style="list-style-type: none"> • The Tiered Agency Structure • Qualification Criteria for Tier 2 Advisors • Identification of potential Tier 2 Advisors • Building up the Tier 2 team • Compensation Potential 	<ul style="list-style-type: none"> • Build a Tier 2 Agency operational in line with the company policies.
<p><u>Goal Setting for Advisors</u></p> <ul style="list-style-type: none"> • Identify the importance of goal setting. • Set goals effectively. • Explain the concept of 	<ul style="list-style-type: none"> • The Process of Goal Setting • Conducting a Values Conversation • Setting financial goals 	<ul style="list-style-type: none"> • Set achievable and desired goals for the sales advisors.

<p>SMART goals.</p> <ul style="list-style-type: none"> • Set meaningful goals for Advisors. 	<ul style="list-style-type: none"> • The “Do”s& “Don’t”s of Goal Setting • The “A”s of Goal Setting 	
<p><u>Business Planning</u></p> <ul style="list-style-type: none"> • Learn & understand the business planning process. • Understand the various parameters used for developing a business plan. • Develop a business plan. 	<ul style="list-style-type: none"> • Business planning process • Parameters of a business plan • Develop a business plan for yourself • Develop a business plan for your advisors 	<ul style="list-style-type: none"> • Develop a business plan for advisors thereby ensuring maximum business achievement.
<p><u>Joint Field Work</u></p> <ul style="list-style-type: none"> • Record factual observations of advisors during a sales call • Identify the necessary skills and behaviors in the sales process. • Give factually based feedback to an advisor to enhance their performance. • Provide coaching to the advisor. 	<ul style="list-style-type: none"> • Concept of Joint Field Work • Benefits of Joint Field Work • Preparing for Joint Field Work • Conducting Joint Field Work • Do’s & Don’ts of Joint Field Work • Feedback & Coaching Sessions 	<ul style="list-style-type: none"> • Demonstrate coaching skills while working with the sales advisors.
<p><u>Speak well</u></p> <ul style="list-style-type: none"> • Applying effective communication techniques with enhanced self-belief. • Demonstrating usage of desired voice tone/pitch/volume. • Demonstrating understanding of Non-Verbal cues. 	<ul style="list-style-type: none"> • Importance of Personality Development in Career Growth • Introduction to Communication – verbal and non-verbal • Identify the elements of customer service • Personality Development • Communicate with Customers 	<ul style="list-style-type: none"> • Demonstrate effective communication techniques while interacting with customers a, peers and supervisors.
<p><u>Basics of Computer</u></p> <ul style="list-style-type: none"> • Identifying Computer hardware and peripherals used in a Retail outlet. • Demonstrating use of internet, e-mail, telephone, fax and photocopier. • Demonstrating keyboard skills in a simulated environment. 	<ul style="list-style-type: none"> • Understanding the Hardware • Introduction to computer peripherals • Computer peripherals used in a Retail outlet • Introduction to Internet explorer • Apply key board skills • Operating data entry 	<ul style="list-style-type: none"> • Demonstrate skills while working on a computer.

<ul style="list-style-type: none"> Identifying computer software used in insurance working. 	<ul style="list-style-type: none"> equipment Computer software used in insurance 	
<p><u>Working on a Tab</u></p> <ul style="list-style-type: none"> Demonstrate skills while working on a tab. 	<ul style="list-style-type: none"> Operating a tab Working on the preloaded software 	<ul style="list-style-type: none"> Perform the requisite task on the tab.
<p><u>Orientation to Customer Service</u></p> <ul style="list-style-type: none"> Identifying the elements of customer service. Identifying the customer needs. Providing Moment of Truth customer service. Demonstrating persuasion skills while interacting with customer. Demonstrating proactive behavior at work. Demonstrating etiquette in day-to-day work life. Practice negotiation skills while making a sale. Demonstrating self-motivation. Explaining importance of working in a team. Demonstrate team work. 	<ul style="list-style-type: none"> Introducing Customer Service Moment of Truth Proactive behavior Persuasion skills Negotiation Skills Business etiquettes Self-motivation Team Work 	<ul style="list-style-type: none"> Demonstrate skills while handling customers. Deal with customers as per the company policies ensuring a customer satisfaction.
<p><u>Facing Interview Skills</u></p> <ul style="list-style-type: none"> Identifying essentials of a resume. Demonstrating effective resume writing. Demonstrating facing interview skills. 	<ul style="list-style-type: none"> Resume writing Facing the interview 	<ul style="list-style-type: none"> Handle a job interview effectively thereby securing a job.
<p><u>On the Job Training</u></p> <ul style="list-style-type: none"> Visit to various service providers to have 'feel' of the actual working and procedures. Demonstrate skills while handling customers while on the job. Make necessary calculations as per the requirement. 	<ul style="list-style-type: none"> Profiling Assessing customer needs Offering a product Pitching a product Product Fab-bing Making calculations Making a sale Team management Planning 	<ul style="list-style-type: none"> Demonstrate skills while handling customers while on the job.

<ul style="list-style-type: none"> • Offer solutions as per the customer needs. • Make a sale as per the prescribed standards • Demonstrate team management skills effectively. • Plan business and team activities. 		
<p><u>Employability Skills –</u> <u>Note: some topics under this module may be an overlap w.r.t. the specific modules suggested in the syllabus w.r.t. the role requirements. In such a case, the topics will be merged with the employability skills modules.</u></p> <ul style="list-style-type: none"> • Practice employability skills while working in a professional set-up or as an entrepreneur. 	<ul style="list-style-type: none"> • As per the Soft & Entrepreneurship Skills listed under Modular Employable Skills (MES) / Skill Development Initiative Scheme (SDIS) <ul style="list-style-type: none"> ○ Development Competency / Proficiency in English /Vernacular ○ Effective Communication ○ Self & Time Management ○ Motivation Technique ○ Interpersonal Skill Development ○ Computer Literacy ○ Life Skills ○ Entrepreneurship ○ Occupational safety , Health and Environment Education 	<ul style="list-style-type: none"> • Demonstrate employability skills while working in a professional set-up or as an entrepreneur.

List of Tools & Equipment for module:-Supervisor of Sales Advisor - Life Insurance

SI No	Name of Tool/ Equipment	Quantity
1.	Computer	1
2.	Tablet	4
3.	LCD Projector	1
4.	Projection Screen	1
5.	White/ Black Boards	1
6.	Flip Chart	10
7.	Flip Chart Holder	1

8.	Markers	1 Box (Different Colours)
9.	Reference material: Literature, pamphlets, brochures, proposal forms etc.	1 per candidate

MODULE-3

General information for **Tele Caller - Life Insurance**

Name of Sector	Financial Sector-Life Insurance
Name of Module	Tele Caller - Life Insurance
Old MES Code	ICT 114
Duration of Course	400 hours (300 hours- Domain; 100 hours-soft skills)
Entry Qualification of Trainee	Minimum 10th Standard
Unit size (No. Of trainees)List the legal and regulatory effects of insurance.	Minimum20
Power Norms	3.0 KW
Centre Norm	VTP will train within the premise of Industry partner
Space Norms	25 Sq.mtr
Instructors Qualification	Insurance <ul style="list-style-type: none">• Graduate or post graduate in commerce or management with certification from IRDA• Work experience of at least 5 years in the industry with good domain knowledge both in product knowledge and regulatory aspects.• Domain knowledge on finer aspects of ethical selling and customer relationships.• The trainer should be well versed in the local language and English Soft Skill <ul style="list-style-type: none">• Graduate or post graduate in commerce or management• 3 years' experience in the insurance domain as a supervisor managing people , processes and performance• A minimum of 3 years of training experience in various aspects of soft skills including communication, grooming, etiquette (phone and personal), customer service, persuasion, ethics, etc.• The trainer should be well versed in the local language and English
Desirable	

Objectives

- Explain the evolution and nature of insurance.
- Explain the purpose and need of insurance.
- List the insurance products offered by various insurance providers
- Acquire knowledge about the market players in the insurance sector of India.
- Define the common terms used in the insurance sector.
- Practice effective communication at the Call center.
- Demonstrate correct pronunciation while interacting in English.
- Demonstrate call handling skills while on a telephone call.
- Comply with relevant standards, policies, procedures and guidelines when making telesales calls.
- Demonstrate skills while handling customers.
- Demonstrate skills while dealing with different types of customers
- Demonstrate skills while handling customers while on the job.
- Perform documentation as per the requirement.
- Demonstrate skills while working on a computer.
- Demonstrate facing interview skills
- Visit to various service providers to have 'feel' of the actual working and procedures.
- Demonstrate skills while handling customers while on the job.
- Make calls as per the standards.
- Offer solutions as per the customer needs.
- Attain an appointment for the sales advisor.
- Complete the necessary reporting w.r.t. each call.

Terminal Competency: After completion of training the trainee will be able to work as a tele-caller in various life insurance companies.

Course Contents for Module:-Tele Caller - Life Insurance

Practical Competencies	Underpinning Knowledge (Theory)	
<u>Orientation to Insurance concept and industry</u> <ul style="list-style-type: none"> • Understand the basics and nature of insurance. • Explain the evolution and nature of insurance. • Explain how insurance 	<ul style="list-style-type: none"> • Meaning • Purpose and • Need of insurance • Career prospects in the industry • Market potential in India 	<ul style="list-style-type: none"> • Explain the concept of insurance industry. • List the types of insurance.

<p>operates today – different classes of insurance.</p> <ul style="list-style-type: none"> • Explain the importance of insurance. • Explain how insurance takes care of unexpected eventualities. • Identify the career prospects for Tele Marketing Executive industry in the insurance sector. • Understand the market potential of insurance sector in India. 	<ul style="list-style-type: none"> • Types of insurance- General, Life, Medical 	
<p><u>Products available in the market- An Overview</u></p> <ul style="list-style-type: none"> • List the types of insurances available in the market. • Explain what does a particular type of insurance caters to. • List the insurance products offered by various insurance providers. • Acquire knowledge about the market players in the insurance sector of India. • Define the common terms used in the insurance sector. 	<ul style="list-style-type: none"> • General Insurance & its types • Life Insurance & its types • Medical Insurance & its types • Insurance providers in market • Common insurance terminologies 	<ul style="list-style-type: none"> • Demonstrate an understanding of the insurance products available in the market.
<p><u>Risk</u></p> <ul style="list-style-type: none"> • Identify possible risks. • Explain the purpose and importance of different types of insurance protection as a risk management strategy. • Explain strategies for handling risk. • Recognize the role of risk. • Explain how insurance 	<ul style="list-style-type: none"> • Concept of risk • Risk assessment • Assignment of risk • Transfer 	<ul style="list-style-type: none"> • Demonstrate an understanding of the concept of risk.

<p>transfers risk to a third party.</p>		
<p><u>Simulated Products</u></p> <ul style="list-style-type: none"> • Practice product handling skills using 	<ul style="list-style-type: none"> • Work with sample products <ul style="list-style-type: none"> ○ General insurance ○ Life insurance ○ Medical insurance 	<ul style="list-style-type: none"> • Demonstrate skills while handling different types of insurances.
<p><u>Insurance marketing intermediaries</u></p> <ul style="list-style-type: none"> • List the role holders involved in the sale of insurance. • Identify who sells insurance to whom and how agents and brokers are compensated. 	<ul style="list-style-type: none"> • Their role and legal implications – <ul style="list-style-type: none"> ○ Agents, ○ Corporate Agents (Bank and Non-Bank) ○ Brokers 	<ul style="list-style-type: none"> • Explain the role of insurance marketing intermediaries.
<p><u>Legal and Regulatory aspects</u></p> <ul style="list-style-type: none"> • Describe the regulators of insurance industry, what they do, why they do it and issues regarding regulations. • Explain the role of IRDA for insurance sector. • List the legal and regulatory effects of insurance. 	<ul style="list-style-type: none"> • Insurance Act 1938 • IRDA Act 1999 • Various regulations issued by IRDA etc. 	<ul style="list-style-type: none"> • Demonstrate an understanding of the legal and regulatory aspects in insurance.
<p><u>Communicating Effectively at Call Centre</u></p> <ul style="list-style-type: none"> • Practice basics of communication at all times. • Practice effective communication at the Call center. • Communicate effectively in at least one local language. • Listen effectively and orally communicate information accurately. 	<ul style="list-style-type: none"> • Basics of communication on the call • Building positivity in communication while communicating at the call center • Voice matching on a call • Listening skills on a call 	<ul style="list-style-type: none"> • Demonstrate effective communication skills while communicating with customers.

<p><u>Analyzing Voice Quality</u></p> <ul style="list-style-type: none"> Practice the desired voice quality while handling calls at the call center. 	<ul style="list-style-type: none"> Voice clarity (audibility & clarity) Word stress / stress in connected speech Pitch, pacing & pausing Rhythm & smoothness of speech Intonation Rate of speech / Linking 	<ul style="list-style-type: none"> Maintain the desired voice quality while handling calls at the call center.
<p><u>Controlling Breath & Body</u></p> <ul style="list-style-type: none"> Focus on Postures and Gestures During Calls. 	<ul style="list-style-type: none"> Breathing techniques while on a call Breath control and Relaxation Jaw Movement Exercises Body Language while on a call: <ul style="list-style-type: none"> Correct Body posture Gestures 	<ul style="list-style-type: none"> Practice control w.r.t. the body and breath while handling a telephonic call.
<p><u>Avoiding mistakes/ errors in a call</u></p> <ul style="list-style-type: none"> Identify common errors committed while on a telephone call. Avoid the common errors while handling a call. 	<ul style="list-style-type: none"> Common errors while interacting Confusing pitch with loudness, the monotone 	<ul style="list-style-type: none"> Avoid the common errors while handling a call.
<p><u>Making a Call</u></p> <ul style="list-style-type: none"> Identify the stages in a call. Adhere to the call structure while handling calls at the call center. Practice guidelines while handling telephonic calls. Use prescribed scripts while interacting over the phone. Make convincing sales pitches to customers following standard scripts. Comply with relevant standards, policies, procedures and guidelines when making telesales calls. Use the equipment used for tele calling effectively. Identify types of dialers. 	<ul style="list-style-type: none"> Stages of a call Basic Guidelines for making calls Do's & Don'ts Scripts Tele-calling equipment Auto- Dialer 	<ul style="list-style-type: none"> Demonstrate call handling skills while on a telephone call. Handle the equipment efficiently.

<ul style="list-style-type: none"> • Practice skills while working on a dialer. 		
<p><u>Steps in a telesales call in Insurance</u></p> <ul style="list-style-type: none"> • Prepare prior to making/receiving a telephone call. • Practice scripts while making/receiving calls. • Establish contact with customers, following your organization's procedures. • Introduce yourself and the purpose of your call, following standard scripts. • The importance of introducing yourself and the purpose of the call. • Discover needs by following effective probing. • Obtain information from the customers to acquire information. • Identify customer needs. • Propose a product offered by the insurance company basis the customer need. • Give a brief information about the product. • Practice upselling while suggesting a product. • Handle queries/objections w.r.t. the product effectively. • Differentiate between a query, request and complaint. • Handle objection in line with the authority and organizational processes. • Seek an appointment for the sales advisor. • Confirm the appointment with the prospect. • Demonstrate skills while closing a call. 	<ul style="list-style-type: none"> • Pre preparation- Sales funnel, prospecting • Developing a call • Capturing accurate information • Proposing a product • Upselling • Query/ objection handling • Seeking appointment • Closure of a call • After sales service 	<ul style="list-style-type: none"> • Practice steps involved in making a telephonic sale of insurance policies. • Demonstrate ethical selling practices.

<ul style="list-style-type: none"> • Complete necessary reporting post call closure. • Provide after sales service to the customers. 		
<p><u>Customer Centricity</u></p> <ul style="list-style-type: none"> • Identify moments of truth on a telephone call. • Identify steps to give the customer the desired moment of truth. • Identify customer types while on a call • Describe customer centricity. • Identify the common reasons for customer dissatisfaction. • Demonstrate how to ensure a “wow” experience. • Adapt different styles and approaches when working with customers. • Adapt a style and approach to meet customer preference. • Practice self-motivation while dealing with customers. • Build and maintain positive and effective relationships with customers. 	<ul style="list-style-type: none"> • Knowing Your Customer • Customer Centered Approach • Steps to customer interaction • Dealing with rejection & self-motivation 	<ul style="list-style-type: none"> • Demonstrate skills while handling customers. • Deal with customers as per the company policies ensuring a customer satisfaction.
<p><u>Reporting</u></p> <ul style="list-style-type: none"> • Define a report. • List types of reports. • Formulate the reports with the required data. • Analyze reports. • Complete accurate well written work with attention to detail. • Write in at least one local language. • Analyze data and activities. • Pass on relevant information to others. 	<ul style="list-style-type: none"> • Reports to be generated at a call center • Analyze reports 	<ul style="list-style-type: none"> • Formulate reports as per the job requirements. • Analyze reports.
<p><u>Basics of Computer</u></p>	<ul style="list-style-type: none"> • Understanding the 	<ul style="list-style-type: none"> • Demonstrate skills

<ul style="list-style-type: none"> Identifying Computer hardware and peripherals used in a Retail outlet Demonstrating use of internet, e-mail, telephone, fax and photocopier. Demonstrating keyboard skills in a simulated environment Identifying computer software used in insurance working. 	<p>Hardware</p> <ul style="list-style-type: none"> Introduction to computer peripherals Computer peripherals used in a Retail outlet Introduction to Internet explorer Apply key board skills Operating data entry equipment Computer software used in insurance 	<p>while working on a computer.</p>
<p><u>Facing Interview Skills</u></p> <ul style="list-style-type: none"> Identifying essentials of a resume Demonstrating effective resume writing Demonstrating facing interview skills 	<ul style="list-style-type: none"> Resume writing Facing the interview 	<ul style="list-style-type: none"> Handle a job interview effectively thereby securing a job.
<p><u>On the Job Training</u></p> <ul style="list-style-type: none"> Visit to various service providers to have 'feel' of the actual working and procedures. Make calls as per the standards. Offer solutions as per the customer needs. Attain an appointment for the sales advisor. Complete the necessary reporting w.r.t. each call. 	<ul style="list-style-type: none"> Profiling Assessing customer needs Offering a product Pitching a product Making calls to prospects Data entry & Updation Reporting 	<ul style="list-style-type: none"> Demonstrate skills while handling customers while on a call.
<p><u>Employability Skills –</u> <u>Note: some topics under this module may be an overlap w.r.t. the specific modules suggested in the syllabus w.r.t. the role requirements. In such a case, the topics will be merged with the employability skills modules.</u></p> <ul style="list-style-type: none"> Practice employability skills while working in a professional set-up or as an entrepreneur. 	<ul style="list-style-type: none"> As per the Soft & Entrepreneurship Skills listed under Modular Employable Skills (MES) / Skill Development Initiative Scheme (SDIS) <ul style="list-style-type: none"> Development Competency / Proficiency in English / Vernacular Effective Communication 	<ul style="list-style-type: none"> Demonstrate employability skills while working in a professional set-up or as an entrepreneur.

	<ul style="list-style-type: none"> ○ Self & Time Management ○ Motivation Technique ○ Interpersonal Skill Development ○ Computer Literacy ○ Life Skills ○ Entrepreneurship ○ Occupational safety , Health and Environment Education 	
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List of Tools & Equipment for module: - Tele Caller - Life Insurance

Sl. No	Name of Tool/ Equipment	Quantity
1.	Computer	1
2.	Dialer	1 per candidate
3.	LCD Projector	1
4.	Projection Screen	1
5.	White/ Black Boards	1
6.	Flip Chart	10
7.	Flip Chart Holder	1
8.	Markers	1 Box (Different Colours)
9.	Reference material: Literature, pamphlets, brochures, proposal forms etc.	1 per candidate
10.	Lab with tele-calling equipment and CRM software	System & equipment -1per candidate