



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought



Sales Mastery In The Insurance Sector

October 08 - 11, 2025

Program Overview

In today's competitive insurance market, sales teams must adopt customer-centric strategies and high-performance leadership to achieve sustainable growth. This comprehensive Management Development Program (MDP) is designed to empower sales professionals and leaders in the insurance industry with the skills, tools, and frameworks needed to enhance customer engagement, optimize sales performance, and build motivated, high-performing teams. This program focuses on developing customer-centric sales strategies, leveraging data for decision-making, motivating sales teams, and adopting digital tools to drive business success. Through a mix of expert-led discussions, interactive case studies, and simulation-based learning, participants will gain actionable insights to implement in their organizations.



Program Objectives

By the end of this program, participants will be able to:

- Develop and implement customer-centric sales strategies that drive policyholder satisfaction and loyalty.
- Enhance sales performance using data-driven decision-making and market analytics.
- Effectively motivate and manage sales teams, fostering a high-performance culture.
- Leverage digital tools and AI-driven insights to improve sales productivity and efficiency.
- Build long-term customer relationships through value-based selling and personalized engagement.

Who Should Attend?

This program is designed for sales managers, business development professionals, key account managers, and insurance agents who are responsible for driving sales performance and improving customer relationships. It is also ideal for regional and national sales leaders aiming to refine their leadership and team management skills and for high-potential professionals identified for leadership roles in sales and distribution.

Program Structure and Key Modules

The program is structured to cover essential aspects of customer-centric sales and team motivation over 4 days, incorporating a simulation exercise on the final day.

Day 1: Customer-Centric Sales Strategies in the Insurance Sector

Participants will explore insurance consumer trends, personalization techniques, and consultative selling approaches. They will also discuss sales funnel optimization and examine case studies of successful customer-centric sales models in the insurance industry.

Day 2: Leveraging Technology and Data for Sales Growth

This day focuses on data-driven sales decision-making, integrating digital tools such as CRM and AI-driven insights, and applying risk and objection handling techniques. The session concludes with a workshop on designing effective sales strategies for insurance products.

Day 3: Motivating and Managing High-Performance Sales Teams

Participants will learn leadership strategies to inspire and coach sales teams, performance metrics, and incentive structures. Role-playing and interactive sessions will help participants practice real-world leadership scenarios in sales management.

Day 4: Advanced Sales Techniques and Simulation-Based Learning

The final day includes negotiation and persuasion tactics, insights on the future of insurance sales, and a comprehensive sales simulation exercise. This simulation provides a real-world scenario where participants will apply their learning to solve practical challenges, make strategic decisions, and optimize sales performance.

Pedagogy and Learning Approach

This program employs interactive methodologies, including:

- Case studies and real-world industry examples to illustrate best practices.
- Expert-led discussions and fireside chats with senior leaders in the insurance domain.
- Hands-on exercises, simulations, and role-playing for practical application.
- Collaborative problem-solving and group activities to enhance peer learning.
- A final-day simulation exercise to test and apply strategic decision-making skills.

Program Logistics

- Duration: 4 Days (In-Person)
- Location: On-site at the client's preferred venue or a dedicated learning center.
- Facilitators: Senior faculty members from leading management institutions, industry practitioners, and experienced sales consultants.

Expected Outcomes

Upon completion, participants will:

- Develop and implement more effective, customer-focused sales strategies.
- Improve sales team motivation and leadership, leading to higher performance and engagement.
- Enhance decision-making skills using data-driven insights.
- Successfully apply their learnings through a practical sales simulation exercise.
- Build a sustainable growth-oriented sales culture in their organizations.

Programme Fee:

Rs. 80000 (Residential)
Rs. 70000 (Non-Residential)
GST @ 18%

Facilitators:



Prof. Dharun Kasilingam
Assistant Professor, Marketing
Management

Cancellation Policy:

Joining instructions will be sent to the selected candidates 10 days prior to the start of the programme. Kindly do not make your travel plans unless you receive the confirmation email from IIM Kozhikode. If the programme is cancelled, the participants or the sponsoring organization will have the option to either get the fee paid by them adjusted against any other future management development programme(s) of the Institute or get a refund. IIM Kozhikode will not be liable for any other expenses incurred by the organization or the participant. Also the transaction fee will not be refunded.



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Management Development Programme

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