CS Sales Process

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Foreword

India insurance is a flourishing industry, with several national and international players competing and growing at rapid rates. With the easing of policy norms, the Indian insurance sector has been allowed to flourish, and as Indians become more familiar with different insurance products, this growth can only increase. The period from 2011 – 2015 is projected to be the 'Golden Age' for the Indian insurance industry. With the start of new financial year 2011-2012, CS as an organization is determined to progress to the next stage. CS not only needs to get bigger but also need to be enhanced.
For distribution networks to survive in a regime that squeezes margins and forces lower costs, we will have to ensure greater volumes to sustain margins. The key differentiator for policyholders would now be the quality of services offered.

In tune to same aspirations, CS has developed this Sales Manual to provide all sales personnel a guideline on techniques of selling to increase sales with higher customer satisfaction with a long lasting relationship with them in mind.

"A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so".

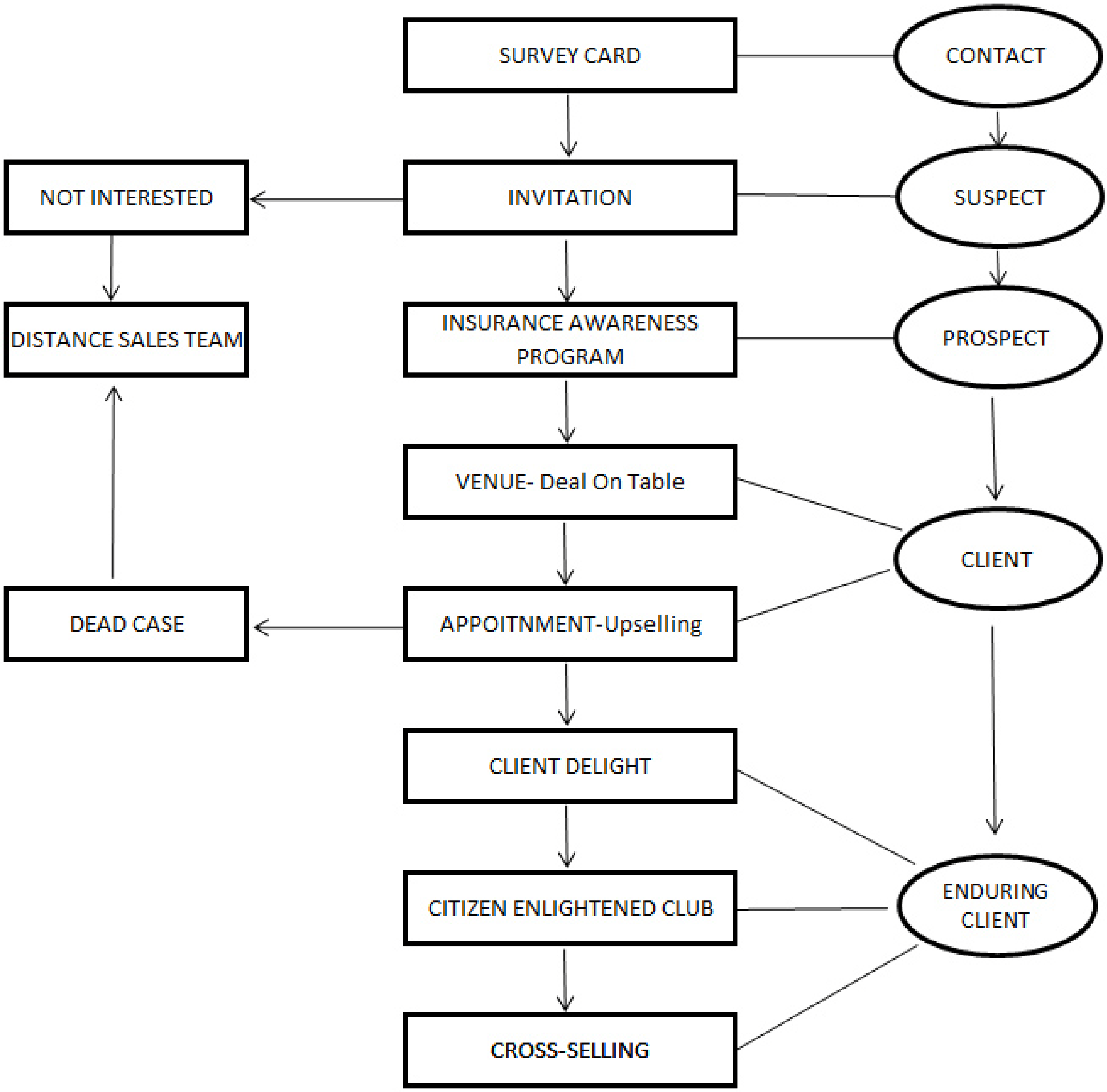
Mahatma Gandhi

CONTACT	*A potential suspect who can be approached to get the invitation card filled. Age group 35 years to 65 years.*
SUSPECT	*A potential prospect who has filled the invitation card. We can invite for Insurance Awareness Program. He lives within 10 kms of our base branch or mobile location. The same suspect can then be called upon by DST for a home visit.*
PROSPECT	*A potential client, who has accepted our invitation and has visited our office for a presentation or we have made a visit.*
CLIENT	*The one who has trusted us and has accepted our offer. It is the customer who pays the wages.*
ENDURING CLIENT	*The delighted client who spreads a good word about us and in return insures a brighter future for us.*

"The purpose of a business is to create a mutually beneficial relationship between itself and those that it serves. When it does that well, it will be around tomorrow to do it some more"

John Woods

FLOW CHART OF SALES PROCESS



MARKETING PROCESS

Marketing team enables the sales team to source business by providing quality and quantity prospects/ show rate in the Branch or mobile venue. Marketing team calls upon the suspects and converts them into prospects.

“People go where they’re invited and stay where they’re welcome.” *-Jack Gray*

SURVEY CARDS

“The Journey of a Thousand Miles Begins with a Single Step”. Let the first step be in the right direction, success will be achieved.

Overview:

Survey card is the best method to source prospects. It ensures good quality and quantity showrate. Survey card process starts with a Contact, a person who fits your ideal suspect profile. And a Surveyor’s role is to identify an ideal suspect profile and determine whether a contact satisfies this profile or not.

Purpose:

Sales team needs consistent show rate (prospects) in terms of both quality & quantity. To maintain the show rate Marketing Team needs credible quality data (suspects).

Characteristics of Ideal Contact Profile:

1. Person who seems less likely to be busy at that point of time.
2. People who are waiting, standing, sitting or moving very slowly around.
3. Age, clothes, education determines a contact. We only approach the right contact to get the card filled.

A contact who fills your survey card becomes a suspect. (Suspects become prospects and then prospects become clients). It is advisable to get survey cards filled in places where contacts are in abundance like near Malls, ATM, Shopping places, Restaurants and movie line ups, etc. Evenings is the best time to get the cards filled. Ideally a surveyor should work between 3pm to 8pm in the field. This is the best time to get maximum response. Surveyors must also actively work in the morning between 6am and 8 am in public parks in posh localities. Best quality of contacts will be found sitting on the benches during the morning hours.

Surveyor

Advantage of good surveyors:

1. 100% contactable Data.
2. High quality showrate with minimum effort: Calling only on survey card leads to big results, as now caller will concentrate only on highly interested suspects who have shown relevant interest by filling the survey card.

Tips For Getting Survey Cards Filled:

It’s important that you greet a contact with eye contact and a nice big smile.
Be positive and enthusiastic because your positive attitude and enthusiasm is contagious!
Take as little of their time as possible.

Surveyor's Pitch:

Main Gautam Walia Corporate Services channel partner Kotak Life Insurance se.
Hamari company ek insurance awareness program ke liye survey kar rahi hai "
(Give the card in the hand of the contact)
"Yeh invitation card hai, please esse fill kar dijiye"
(Contact returns the card without filling)
(Point your finger towards the scratch part)
"Sir isse scratch karenge to isme gift bhi hai"
(If contact tries to scratch without filling)
Sir pleases isse fill karke scratch kijiye.
(If contact asks any question)
Sir isme likha hai, isse please padh lijiye.

Instructions for surveyor:-

- Genuine Contacts: Surveyor should ensure that cards are filled by genuine contacts only. The remuneration of the surveyor would only depend on the number of prospects who attend the Insurance Awareness Program.
- Canned Pitch: The surveyor should stick to above pitch only. It is very important that the surveyor should not talk about any other details. The pitch is enough.

Merchants – Point of Sale

Overview

Another new method of sourcing prospects is through regular shopkeepers. Reason being, he is the one who is visited by "contacts" in abundance throughout the day. A regular shopkeeper gets in touch with a large number of people on daily basis. In most cases they have already built a relation with the contact. Same contacts can be our suspects and conversion ratio is very high to change them as prospects and clients.

Process

1. **Identifying Local Merchants:- G**eneral stores, Chemists, Photostat shops, any other suitable shop owners, in good localities within 5 km of branch. The shop should have a potential to be a consistent "point of sale".

2. **Start a relation:** Get in touch with them for a "new business opportunity". Orientation of our company and its working must be cleared first with high convincing power, to win the trust of the merchant at initial level. Tell them that you wish to create a 'point of sale' in his shop for his additional income.

3. **Develop the merchant:** Continuous touch base is required with a new merchant who would take his time in understanding our requirement. In most cases the shopkeeper will have to be motivated to stay consistent for good results.

4. **Maintain the point of sale:** A sustained merchant will provide 5 to 15 survey cards a day that can lead to a deal per day. Weekly visits to be made to the merchants. Branch Head to make a schedule to be in touch with Merchant on weekly basis. Meet to be utilized on discussion & clarification on number of cards filled & quality of those cards.

5. **Target:-**Each merchant need to provide at least 5 cards in a day. It's a minimum target to continue them on panel.

6. **Treatment to Prospects: -** Conduct with prospects needs to be of high standard, at all times, as we always focus on. The merchant needs to be ensured of this as their own credibility is at stake.

Success Rate:-

As a sample survey in CS, 10% to 20% is the result generated from survey cards; means ideally 50 to 100 survey cards are required for generating 10 tours.

Telemarketing Process

“If you're walking down the right path and you're willing to keep walking, eventually you'll make progress.”-Barack Obama

Overview

Inviting the suspect is almost like a baby first step. So emphasis should be given on soft speaking skills and polite tone. A person should attend the awareness program with their own free will without any coercion or pressure. An ideal pitch for the same would be:

Good Morning Mr Sharma,

Mein Corporate Services channel partner Kotak Life Insurance se Gautam Walia baat kar raha hun. Humare survey ke anusaar aap aur aapki wife ko select kiya hai ek gift aur ek family Insurance Awareness Program ke liye.

Aapko ye programme attend karne ke liye koi bhi kharcha nahin karna hai.

Programme attend karne ke liye hum aapko invite karna chhahte hain. Jisme aap apni wife ke saath, ek ghante ka samay nikal kar sham 7 baje tak aa sakten hain.

(Agar suspect ko aaj aane mein paresaani ho to) Mr Sharma aap ye programme kal 12 se 7 bhi attend kar sakten hain.)
Sir batanna chhahunga ki ye ek special insurance awareness programme hai, humne aap hi ki tarah kuch aur families ko bhi is programme ke liye invite kiya hai.

Mr. Sharma, is programme ko attend karne se aapko insurance ke concept ki puri jaankari milegi. Apni family ka future secure karne ke liye aapke pass kis kis tarah ki options hain. Is programme ko attend karne ke baad aap jaanenge ki kis prakar humari company ke products doosri companies se different and unique hain. Jin pariwaron ne ye programme attend kiya hai unhen bahut fayada hua hai.
Mr Sharma..Aaj aap kis time free honge, taki mein accordingly arrangement kar sakoon.

Mr Sharma … Mein kuch baatein clear kar doon, is programme ke baare mein:
Husband and wife dono ko aana hai.
Aapko apne saath ek document laana hai, jisme aapka naam and DOB cleary mention ho.
Ye programme kam se kam 1 ghante ka hai.
Hamare advisors ke solutions agar aapko pasand aate hain; apni family ke liye fayademand lagte hain aur aapke budget ko bhi suit karte hain, to aaj aap humse policy le sakten hain. Otherwise aapko kuch bhi khareedne ki ya invest karne ki zaroorat nahi.
Humara maksad insurance ki jaankari failana hai.

Mr Sharma.. Mein call apne manager ko transfer kar raha huin. Wo bhi ek baar apni taraf se aapko formal invitation denge. Agar aap program ke bare mein kuch aur jaanana chahte hon toh who aapko behtar jaankari de paayenge.

Instructions for callers:

1. Stick to the canned pitch.
2. Handover the call to team leader for queries and closing.
3. **Gift Pitching:** Tele caller will only pitch “PEARL NECKLACE” OR “MOTIYON KI MALA”. Marketing team will not insist on gift, main focus will remain on “INSURANCE AWARENESS PROGRAM”.

Instructions for team leader:

1. Make one call, half an hour before scheduled time for confirmation to check whether the client is on way as per program.
2. If the suspect is late by 20 minutes, call again.
3. Repeated calls should not be made that may irritate the suspect.

Be nice at all times

Booking

One 'tour' is when the prospect meets our advisor with ample time for complete presentation. If after reaching the venue, the guest does not have the time then the branch head to arrange an advisor and a manager to provide presentation to the prospect at a time and place, convenient to the prospect. Presentations that are held in venue have a higher possibility of on the spot conversion (Impulse Buying).

Marketing team will make bookings from survey cards inside the venue for running wave between 12 noon and 7 pm.

Marketing team will follow up with all interested suspects that were not free to attend the presentation on the day of the first call.

NQ (Not Qualified tour) criteria:

1. Comes without wife or husband.
2. Not ready to give one hour.
3. Reaches after 7 PM.

Rebuttals

As and when a caller gets stuck with a suspect during the call, he can transfer the call to the team leader and the TL will handle the problems and try his best to lead the call into a booking.

Closing Commitment

Team leader to take commitment from prospects to confirm that he/ she has agreed to come for the presentation. To check whether the tele caller has briefed the guest about the insurance awareness program properly or not.

Confirmation

Team leader to call the suspect to confirm booking and guide the guest to the venue 30 minutes prior to the time of appointment. Repeated unnecessary calls should not be made to the suspect. It is always irritating to receive calls after calls while the suspect is on the way. Second confirmation call should be made 20 minutes after the time of appointment, if the suspect is late.

Today Pitching

The marketing team will focus on today selling. Marketing team will make bookings of interested prospects giving them option that the prospect if likes what he sees, finds it useful and suits his budget, then he should purchase it today. Team leader to confirm booking by pitching TO first handover pitch. The team leaders are to be trained to pitch effectively.

If you like what you see, if you find it beneficial for your family and the budget also suits your pocket, then you can also join us today by taking a small step for a bigger tomorrow.

Techniques for calling

Overview

Correct & confident pitching, nice & polite conversation, sincere & enthusiastic attitude are the important tools that will help us in achieving our goals.

Introduction

Introduction is the first phase of cold calling. Remember “First impression is your last impression”. Introduction should always be short & crisp, introduce yourself & your company and clear the purpose of calling. Positioning yourself in front of suspect is very important at initial level itself.
Every individual is a busy person and let the suspect know that you understand this.

Be Yourself

Cold calling is all about being yourself, it’s an opportunity to shine and really develop your personality & skills by interacting with people. Be nice, be sincere, and be confident, while connecting with suspect.

Be Polite

Basic tool to increase success & decrease anger- as not everyone you speak with is inclined to give you time and that also according to your schedule. Some people will be absolutely rude, unfortunately. Don’t ever let it affect your day or behavior towards them. The easiest way to brush off negativity is to be Super-Polite.

Follow up

For example, making 100 calls get 10 prospects, is an old theory. So targeting to call 1000 suspects a day will result in meeting a target is faults notion. This strategy would have been proved correct if each caller’s outcomes were equal. We all know it’s not, so follow the right technique to achieve success. Out of 90 remaining contacts all have not yet rejected your invitation. As long as someone has not rejected our invitation, he is still a suspect for us and can become a prospect in future if we continue to be nice and stay in touch

Personal Goal

Have some personal goals and aims. Set some personal goal for each day whatever is meaningful & achievable, apart from whatever target impose from above. Focus on developing your ability, confidence & experience.

Exit Gracefully

Regardless of outcome generated from call, call should be ended with a good note. It doesn’t matter what suspect says to you being interested or not, been polite to you or not, exit must be graceful at your end.

Good Exit Method Leads to Many Benefits:-

1. Sign of Great Caller: - It generates the good feeling about you & develops the self confidence for next call with same enthusiasm.
2. Good Impression:- Leaves good impression on suspect about you as well as of the company.
3. Diffuse Bad Energy: - Good exit method will help you to diffuse bad energy & generate positivity within yourself. This will keep politeness & courtesy go hand in hand with you always.
4. Open gate for follow up: - Graceful exit results opening a door for further conversation with suspect.

Follow-up

Overview

Follow-up with systematic processes will boost our closing rate. As we've already spent time with our suspects and just because someone haven't responded to our calls at that time doesn't mean that they don't have an interest in our Insurance Awareness Program. It might not be convenient for them to act when they received our call, so it's important to realize that we will get business from these suspects if we stay in contact with them through process.

1. **Gratitude Wins Every Time –** Be nice to suspects. Make the suspect smile and you are half way there. Suspects need to be reminded again and again for attending our Insurance Awareness Program. Following up with suspects is more than just a process -- it's an art. In order to be effective, you need to follow up vigorously, and stick to it, EVERY DAY.

2. **Relationship Building: -** Following up faithfully & continuously is a chance to build relation with suspect. Touch base with positive suspects will increase closing rate.

3. **Friendly conversation: -** While following up with client, conversation should be friendly. Make the environment pressure free.

4. **Demonstrate Care: -** Demonstrate that you really care about the suspect and that you are at their service at any time.

Instructions: -

Records Maintenance: - Callers to keep a record in diary for all follow up calls except negative suspects. Keep a record of who you have called, give remarks or any special point to be kept in mind while making next call to them.

Dairy hours on follow-up:- Daily plan a time for following up with positive suspects. In every case you should call up all the suspects who are positive & for those who have given time for recall.

Daily Goal:-In order to set more appointments, you need to commit to a daily goal. Challenge yourself to set 2 appointments per day from your follow-up calls.

DATA MAINTENANCE

Overview:-

On 1st of December 2010, Telecom Regulatory Authority of India has released a New Regulation, called **The Telecom Commercial Communications Customer Preference Regulations, 2010.**

CS has to follow the ruling strictly:-

1. Calling data without DNC scrubbing from TRAI website is strictly banned.
2. We have to maintain and keep in hand data for at least one week for smooth process.
3. We have to maintain our own CS DNC list.

Survey Cards:

Process:-

Sales will forward the survey cards directly to marketing. Marketing after calling upon them will mark the cards with a tick or cross depending upon whether the entry is genuine or fake and send them to Operations. Payment of ticked survey cards to be released. Marketing team can reject only those survey cards that are not filled by the suspect or are not contactable.

Sourced Data: - Although calling on survey cards is the only viable solution for getting showrate in venues, but still we can call upon specific quality data after scrubbing with DNC list.

Process:-

1. Data from every branch should be forwarded to it@cswinners.com for DNC filtration.
2. Quantity of data should be only for 3 days. As after 3 days, same data can't be used for calling at all, neither for fresh calls nor for follow-up calls- **TAKE A STRICT NOTE HERE.**
3. Scrubbed data in the form of "Data Sheet" in PDF format having validity date (that is upto 3 days) will be sent to branch on the same day. Calling should be done on data sheet only.
4. Have sufficient data in hand for scrubbing.
5. Send data for scrubbing on daily basis as per your day to day requirement.
6. Record of telephone lines allocated to callers to be maintained on day to day basis.

Instruction for Marketing Team:

The tele callers will only call on the datasheet provided by operations and survey cards provided by the Sales teams. No call would be made out of Survey Cards and Data Sheet. Calling on codes is strictly banned.

SALES PROCESS

Overview

If we want to succeed in financial services, diversification is the name of the game.
The more knowledge, education and products we are able to offer, the greater will be our likelihood of building strong relationships with our clients and a financially sound business.

"Feelings last for a couple of days, knowledge lasts forever". Gautam Walia

"With integrity you have nothing to fear, since you have nothing to hide. With integrity you will do the right thing, so you will have no guilt. With fear and guilt removed you are free to be and do your best."

Zig Ziglar

Venue Selling Process

In venue sales process deals are sourced from guests/ prospects inside the venue in the first presentation. Based on the current market scenario, the sales pitch should be based on knowledge and important information on every relevant aspect of insurance. The prospect is made to feel the importance and value of securing their future through a small saving at the earliest, preferably today.

If the focus of presentation is on good advisory instead of deal, it is most likely that a few prospects will accept our offer on the table.

"If you work just for money, you'll never make it, but if you love what you're doing and you always put the customer first, success will be yours." ***Ray Kroc***

INSTRUCTIONS:

1. Advisors to give A to Z presentation to prospects in the venue.
2. Advisors to focus only on presentation, not on sale. He has to follow only canned pitch. He should give enough knowledge to prospect so that the prospect doesn't need to look out to get more information.
3. In Final handover, TO Manager to agree with client and respect his decision whether he intends to buy policy on the same day or not. TO has to ensure that appointments are fixed within 2-3 days on maximum tables.
4. Appointment should be fixed on a positive note, client should not be negative. TO needs to work smartly with honesty and ensure the prospect is delighted.
5. A relationship should be built with the prospect not just to sell a policy; instead to become their financial advisor for life.
6. Fill the proposal form in front of the client on the same day of pickup.
7. Complete the proposal on the same day and get it logged on next working day.
8. Prospects should be treated well in the venue, so that, they can be approached again for up selling.

KEEP IN MIND - EVERYBODY LIKES TO BUY NOT TO BE SOLD

Sales team to follow A to Z presentation and use Tools of Trade effectively to generate business from venue.

"Nothing will work unless you do." ***John Wooden***

Tools Of The Trade / Terminology

1. **TRIAL CLOSE:** Simple question to check whether the client is listening to you or not

2. **ABS**: Advice Benefit Selling
   - My advice to you is …………………
   - The benefit is …………….
   - The real advantage is ………….
   - Trial Close

3. **TPS**: Third Party Story
   - Name
   - Place
   - Time
   - Reason
   - Trial close

4. **ACO STRATEGY**: Agree, Confirm, Overcome
   - I agree with you.
   - You are saying that ………..
   - But ………..
   - Trial Close

5. **TO**: Take Over Manager

6. **LONG TOUR**: Long presentation

7. **BL**: Body Language/ Sitting Style/ Facial Expressions

8. **CANNED PITCH**: Word-to-Word Pitch

9. **BELL**: To be done as joining calls to give respect to client at the time of filling proposal form by advisors. At least 6 team members should be present to applaud. Office assistant and office boy should also participate. Objective is to make the new client feel good about taking a quick decision and taking the necessary step to secure his family's future. We are not to make joining calls for the purpose of enticing or inducing other prospects taking presentation at that moment.

   Joining call pitch:
   "Ladies and Gentlemen please help me in welcoming Mrs. & Mr. abc in Corporate Services as they too have decided to secure their future by joining with us today."

10. **60-40 RATIO**: Wife should get 60% attention

11. **KISS**: Keep it simple and stupid

12. **UP**: Unique prospect

13. **KNOWLEDGE**: Feelings last for a couple of days, knowledge lasts forever.

14. **SIZZLE**: Long discussion/ To make a point

15. **YOU**: 80% + 20% Pitch

    - If they like you, they believe you,
    - If they believe you, they trust you,
    - If they trust you, they buy from you.

"Do what you do so well that they will want to see it again and bring their friends." ***Walt Disney***

A TO Z PRESENTATION

1. MEET AND GREET

Hello… Mrs. & Mr.………My name is …………… I will be looking after you today. Please follow me.

2. WARM UP

To gel with the client. Crack a joke or two. Make them comfortable.

F – Family

O – Occupation

R – Recreation

M – Motivation

Talk about origin of Insurance. How and why it came into being. Discuss about their views on insurance. How much have they been exposed to the concept of insurance? Use your knowledge to take the conversation ahead. Talk about the general scenario. Do not talk about your company and your products at this moment.

Take your time and try to build a bridge between you and the prospect before going ahead.

3. COMPANY CREDIBILITY

Let me tell you about Kotak Life Insurance. The name of the company is Kotak Mahindra Old mutual Life Insurance Company Limited. The brand is known as Kotak Life Insurance. It is a joint venture between two groups. The first is Kotak Mahindra Group.

Kotak Mahindra is one of India's leading banking and financial services organizations, offering a wide range of financial services that encompass every sphere of life. The group has a net worth of Rs 38998 cr. servicing close to 21 million customers. In February 2003, Kotak Mahindra Finance Ltd, is the first non-banking finance company in India to convert itself in to a bank as Kotak Mahindra Bank Ltd. The company has rating of AAA from leading agencies like CRISIL n Fitch.

Old Mutual plc is an international long-term savings, protection and investment Group. Originating in South Africa in 1845, Old Mutual plc is listed on the London Stock Exchange and the JSE, among others. As on Dec 2009, company had £ 285 billion of funds under management.

Kotak Mahindra Old Mutual Life Insurance Ltd is a 74:26 joint venture between Kotak Mahindra Bank Ltd., its affiliates and Old Mutual plc

In the year 2000, these two companies, Kotak Mahindra Finance Ltd. – one of the best in India – and Old Mutual plc – one of the best in the world – joined hands and formed Kotak Mahindra old Mutual Life Insurance Company, and since then, they are into Life Insurance, Banking, Asset Management and other finance related businesses in India. Our aim is to offer a wide range of innovative life insurance products that would help in making you financially independent.

Corporate Services has emerged as one of the leading business partner of Kotak Life Insurance. Set up in June 2003 with an approval from IRDA, central governing body for Insurance in India. Corporate Services (CS) an ISO 9001 -2008 certified firm is a **Complete Insurance solutions advisory** providing end to end Life Insurance solutions across India since 2003. Having started operations from the first branch in July'03 at New Delhi with a handful of employees today, our nation-wide team comprises of more than 600 employees with over 140 in the management team, with branches in 25 cities and shares relationship with more than 65000 valuable customers. Corporate Services today boasts of 25 branches at prime locations in 12 different states spread across the country

The company's present turnover is above 25 crore per annum for fresh business. Apart from this the annual renewals collection is over 70 Crore with 87% persistency.

CS today has a Customer Base of more than 65000 clients growing at a pace of nearly 1200 customers every month.

CS has always believed in the philosophy committed to 5 core values: Integrity, Customer First, Boundary less, Ownership and Passion. These values shine forth in all we do and have become the keystones of our success.

Would you like to know anything else about the company?

Drawing for company credibility:

KOTAK LIFE INSURANCE

KOTAK MAHINDRA	OLD MUTUAL PLC
One of the largest FSO	Leading International (FTSE100)
Total Assets – Rs. 38998 crores	London – 1845
Customer base - 21 lacs	Yrs of Experience – 164
KMBL – 2003	
Leading Agencies	Total Assets - US $ 400 Billion
CRISIL & FITCH – AAA	Indian Currency - Rs. 205547 Cr.

In 2000

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KOTAK LIFE INSURANCE

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Assets Management, Banking, life Insurance & other finance Related Businesses

In 2003

CORPORATE SERVICES

ISO 9001-2008 certified Firm

Approved from **IRDA**

One of the largest Corporate Agents of KLI

Complete Insurance Solution Advisory

Customer base 65,000

12 States and branches in 25 cities

Employee base of 600

Turnover of Rs 25 Cr from fresh business

Annual Renewal collection of Rs 70 Cr

Persistency of 87%

4. BRIDGE INTO SURVEY/ TAKEAWAY

Mrs. & Mr. ……….. Everybody wants to secure their lives and provide best possible financial security to their families. Life is full of uncertainties. What do you feel about it?

Here is a small survey to find out what exactly is suitable for you and your family in our system. So just help me here.

5. SURVEY / EXTENSION OF WARM UP

6. BRIDGE OUT OF SURVEY

Mrs.& Mr.………………From the way you have answered these questions, I am sure you will be interested in what we will offer you today.

But before that, I have to get this survey authorized from my manager. He will come to the table, talk to you for a minute or two and check your interest. If he is satisfied and authorizes this survey then I will tell you everything about our insurance plans. Is that ok Mrs. & Mr...

7. FIRST HANDOVER/ PRE-MARKETING

Mrs. & Mr. ... Meet my manager Mr. / Ms. … Sir this is Mrs. and Mr. … I have taken their survey and would request you to authorize it so that I can give them further information.

Manager: Mrs. & Mr. ……… I can tell from your survey that you will be happy to see what we can offer you today. My Advisor will explain the plans to you in detail. Kindly call me as and when you have any questions.

I will see you again at the end of the presentation. If you like what you see, if you find it beneficial for your family and the budget also suits your pocket, then you can also join us today by taking a small step for a bigger tomorrow.

Enjoy your presentation Mrs. & Mr. …………. Please feel free to call me for any query.

8. RULES OF THE GAME

Alright Mrs. & Mr. ……………. I shall soon be explaining to you the whole concept of Kotak Life Insurance. Just see the system and at the end if you like what you see and think that your family too needs to be protected from life's uncertainties, then you can look forward towards a bright future for your family with a small saving TODAY. But most importantly, you will have to fit into the company's requirements. If you are able to fulfill those requirements TODAY, then you will be able to join us and feel relieved from tomorrow. Is that fair Mrs. & Mr.………..

9. PENCIL PITCH

As you can see Mrs. & Mr. …. We are doing hard work to gain only one thing that is money. We all are running after money. What can one do with this hard earned money? Everybody in this world is doing something to earn money and spend money according to their requirements and also at the same time try to save some money out of it.

Mrs. & Mr. . As per a survey of 50000 families with different monthly incomes ranging from 5000/- per month to 5 lacs, certain points were highlighted from this survey which reflected the income and expenditure of the family. We bifurcated the families into three aspects which I would like to share with you.

1. First type of family earns money and they spend the same to meet their immediate requirements. i.e. phone bills, electricity bill, rent etc. And after that they have no money left to save for their future. This family was analyzed as helpless and hence this family is called **FINANCIAL FAILURE.** Do you know such families?
2. Second type of family earns money but this type of family has a better will power. They try to spend less money to meet up their requirements and try to save some money. But by doing this they compromise with their living standard. This family is totally dependent on their income. This family is called FINANCIALLY DEPENDENT.
3. Mrs. & Mr. ……… Some families work on their planning. And they are more determined to save money. They save some money first out of their income. They condition themselves in a way that their actual income is lesser. Then they spend money to meet up their immediate requirements. And in case of any emergency they use money from their savings. And they continue with their saving system. This family is given the name of **FINANCIALLY SECURED**. Do you know such families? Obviously we feel that only rich people can be financially secured. Most of us in the middle class feel that we cannot achieve everything.

Mrs. and Mr. …Everybody wants that their family should be secure and safe and they should not face any problem in their life.

Don't you feel that our life should be like this….?

What if I say dreams are wishes only. Action is required to make it practical otherwise a secured family can become dependent and a dependent family can come in the category of financial failure.

Mrs. And Mr.… sometimes we come across with certain circumstances which make us helpless. These are..

Living too long
Mrs. & Mr.. Nowadays it's not difficult to live a long life. But at certain age our income gets stagnant but our expense keeps on rising due to the higher cost of living year after year.
No matter how rich your children might be but I am sure you want to have your own source of income when you are old and not depend on others.
(Sizzle with TPS)

Fact : We simply pitch the story without knowing whether it's going to be effective or not, however the fact is that every tool should be checked for the effect.

Living too long

Mrs & Mr. ABC , 10-15 din pehle ki baat hain, Mr & Mrs Gupta aap hi ki tarah yahan aaye hue the, hum essi baat par charcha kar rahe the ki achanak Mrs. Gupta ki aankh main aansun aa gaye, maine pucha ki Kya hua Mrs. Gupta, maine kuch galat keh diya kya..

Unhone kaha ki nahi beta,bus tumahri baatein sunkar yahi ehsas hua ki jab tak aap khud ko secured nahi kar sakte tab tak kisi se expectation bhi nahi honi chaiye. Unhone mujhe apni aapbiti batayi ki takriban 1 mahina pehle seediyon se utarte hue unka paaon slip ho gaya, doctor ne knee replacement ke liye bola lekin uska kharcha 2 lacs rupyaa tha. Unka ek beta engineer aur doosra beta BPO main kaam karta tha.

Dono bachon ne yeh keh kar mana kar diya ki abhi unke paas paise nahi hain, kisi aur se lekar ilaaj karwa lijiye.

Lekin Mr. ABC jab apno ne sath nahi diya toh auro se kya ummid karte wo.

Unhone nirash hokar kisri sarkari hospital main apna ilaaz karwaya.

Ab aap mujhe bataye ki yahan kis ki galti hain..Mr and Mrs Gupta ki ya unko beto ki.

Mrs & Mr ABC har maa-baap apne bachhon ko sahi sanskar dete hain, aur yehi ummid karte hain wo unke budape ki laathi bane.

Lekin Mrs ABC aisa hota nahi, circumstances kab change ho jayenge , kuch pata nahi hota..

Agar Mr and Mrs Gupta ne 100 rs main se 10 rs bhi apne liye bachaye hote toh unhe yeh din dekhna hi nahi padta. Agar unko jarrorat nahi bhi padti toh bhi toh yeh 10rs unke bachoon ke hi kaam aate.

Ab aap bataye Mr & Mrs ABC kya unhone aisa na karke sahi faisla liya tha..??

Aap kya chahenge ki aapke khud ke hath bachhon ko aashirwaad dene ke liye ho, ya unse kuch maange ke liye..?

Bhudapa toh sabhi ki jindagi main aana hain…aur yeh jindagi bhi aapne hi jeeni hai… toh essi jindagi ko secured karne ke liye faisla bhi aapka hi hone chaiye..

Dying too young

As long as we live there always are certain responsibilities on our shoulders. So far as I am alive, I am earning and my family is dependent on my income, what if unfortunately I die, consequently there will be no source of income but my family has to lead the same standard of life.
Under this circumstance who will be taking care of my family..? (Sizzle & TPS)

Disability
Mrs. & Mr…I believe this is the hardest. In which I am there, my family is there but there is no source of income. Instead of taking care of my family I become a burden on them.

These three conditions lead us to insecure life….

Mrs. & Mr…..either we live long or we live less or we become disable…. The financial loss due to all these conditions can be prevented if you have good savings in Insurance Policies. Only savings can protect us from our uncertain life.
(Sizzle Saving Options)

Important Note:

Human Life Value must be done on every table at one point of time. Best is when the prospect brings up the objection that he has sufficient insurance policies or he does not feel the urgency of going for insurance.

HLV

Mr. ABC , har samajhdar vyakti apne family ko financially secured karna chahta hai, lekin yeh pata hona jarori hain ki uski family ki saari need kaise poori hongi.

For example

Mr. ABc aapne bhi apni car ka insurance karwaya hoga, yeh soch kar ki agar car kisi accident main damage ho gaye toh uski rocvery bhi ho jayegi…

Car ki value toh humein pata hain, leki kya ek life ki value, jispar aur log bhi depend hain, uske bare main kabhi sochte hain..?

Mr. ABC, Life ki keemat nahi hoti lekin responsibilities jarror hoti hai, jo ki har kisi ko puri karni padti hain tabhi aap hum sahi tarah se life jee sakte hain, par eske liye humain kuch prayatan karne padte hain.

Mr. ABC Main aapki income aur expense nahi pouchoonga, lekin aaj kisi bhi parivaar ko chalane ke liye kam se kam 10000 ki monthly income toh chaiye hogi..aap sehmat honge meri baat se..?

Hum baat karte hain ek nuclear family ki, jisme sirf 4 member hain, wife and two children, ab calculate karte hain ki es 10000 main who apne aur apni family ki jarrorto ko kaise pura karega ;

4000	Kitchen
2000	study
1000	bill (Electricity, ph, water etc)
1000	Personal expense
2000	Saving

Mr. ABC har samajhdar vyakti apni income ka 20% save bhi karta hain, taaki kal ko kabhi unexpected circumstances aa jaye toh use kisi aur ke samne hath nahi failna pade.

Toh Mr. ABC esi planning se ek vyakti apni parivar ki jarrorte poori karta hain.

Lekin…aap aur hum sabhi jaante hain ki life is full of uncertainties, kal ko us vyakti ki kisi bhi karanvash death ho jati hain, toh kya hoga..?

Sabse pehle income khatam ho jayegi, lekin pariwar toh tab bhi hain, unke kharche toh khatam nahi honge na, khane peene , padai likhai ka karcha toh chalta hi rahega.

Shayad kuch katoti karke kam ho jaye, lekin zero toh nahi hoga na, 10000 nahi laga toh kam se kam 8000 toh us pariwar ko chalane ke liye toh chaiye hi hoga.

Har vyakit ke upar apne parivar ki kuch jimmedariya hoti hain, jo ki 15- 20 tak ki toh hoti hi hain.

Abhi Main baat kar raha hun aise parivar ki jiski monthly income 10000/- hain, jo ki uske hone ya na hone par bhi chaiye hogi, yaani ki saal ka 1 lac rupyaa, aur 15 saal main 15 lacs.

1 beti ki shaadi main kam se kam bhi 4-5 lakh ki jarrorat hoti hain aaj ki date main, lekin aap mere se sehmet honge ki 15 saal baad kam se kam 8 -10 lacs toh chaiye hi hoga.

Bhagwaan na karein Agar father ki death ho jati hain, toh kya bacchon ki padai bhi band ho jayegi koi bhi peetah apne jeete jee ya marne ke baad bhi nahi chahega ki uske baache apna sapna pura na karein.

Aaj Doctor, engineer ya MBA ka karcha hi kam se kam 5-7 lacs ka hain, jo ki aane waale 15 saal main aur bad jayega, shayad 10-12 lakh.

Eska matlab kisi bhi vyakti ko jiski monthly income 10000 hain, use 20 lacs apne dono bachoon ki padai ke liye, 10 lacs apne beti ki shaadi ke liye, aur 15 lacs apne parivar ke rojmarra ke kharche ke liye chaiye hi honge, kul milakar 45 lacs.

Yaani Ki agar us vyakti ki death ho jati hain, toh uske parivar ke paas kam se kam 45 lacs ki financial security ka hona bahut jarrori hain.

Mr. ABC aap aur hum sabhi jaante hain ki aaj ki date main 10000/- se ghar parivar nahi chal sakta hain,

Lekin agar 10000/- main bhi agar chalye toh, us parivar ko bhi 45 lacs ki jarrorat hogi.

Ab aap khud hi calculate kar lijiye ki aapki income ke anusar aapke family ko kitne ki financial security chahiye hogi.

Aur kya aapne iske liye abhi tak kuch bhi praytan kiye hain..??

Mr. ABC agar aap ki monthly income 50000 hain toh 2.5 crore ki financial security aapko apne parivar ke liye aane waale 15-20 saalo ke liye chaiye hogi.

Main abhi tak apse sirf basic jarrorto ki baat kar raha hun, otherwise aap bhi jaante hain ki kharche toh esse kafi jayda ho jate hain.

Mr. ABC main aapke parivar ki poori financial security ki gurantee toh nahi de sakta, lekin aap ki madad jarur kar sakta hun aapke parivar ko secured karne main.

Thik hain Mrs & MR ABC.

Aage main aapko jaankari dena chaunga ki kis parkar insurance policy apko financially secured karne main aapki help kar sakti hain.

Insurance tabhi adhik faydemand hota hain jab 15-20 saal ke liye kiya jaye..na ki 3-5 saal ke liye..

Pencil pitch drawing:

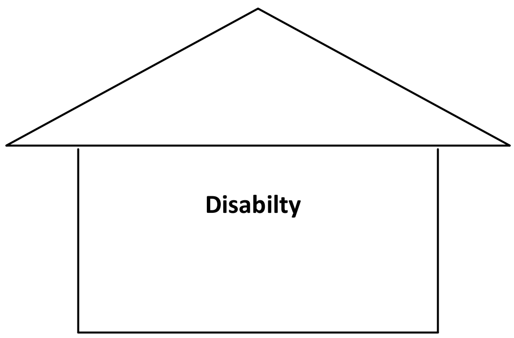
THE GREAT MONEY CYCLE

INCOME – EXPENSES = SAVING

FAMILY – I	FAMILY – II	FAMILY - III
INCOME ↓ EXPENSES ↓ FINANCIAL FAILURE	INCOME ↓ EXPENSES ↓ SAVING ↓ FINANCIALLY DEPENDENT	INCOME ↓ SAVING ↓ EXPENSES ↓ FINANCIALLY SECURED

Living Too long **Dying Young**

Income
Family
KLI



Surakshit Jeevan	**Kotak Assured Income**
Decide: SA	Assured Return of 10.10 %
Decide: Term	
Guaranteed SA at Maturity	Guaranteed Maturity of 107%
200% Insurance Cover from 6th yr	Liquidity – from 10th yr
Loan Facility – After 3rd year	Insurance Cover
Tax benefits	Tax Benefits
Automatic Cover Maintenance	Automatic Cover Maintenance
Peace of mind	Peace of mind

BENEFITS OF JOINING WITH CORPORATE SERVICES

1. Pick and drop facility of premiums from doorsteps.
2. All policy related documentary and sales services at your doorsteps.
3. Join our “Each one Insure one” plan. Free membership to ‘Citizen Enlightened Club’.

Product Pitch

Surakshit Jeevan

Khushhaal Bhavishya ki neev

Kotak Surakshit Jeevan, an enhanced protection and long-term savings plan, ensures your family remains financially independent even if you are not around. It is an insurance plan that helps you keep pace with changing needs at every step of life, be it protection for your family or savings for the future.

Selling Points:

- *Double Protection from 6^{th} Year , 200% SA*
- *Saving & protection Plan*
- *Loyalty rewards for long term commitments (Bonuses)*
- *Unparalleled flexibility in withdrawing money after maturity*
- *Hassle free sign-up**
- *Save Tax u/s 80C and 10(10D) of Income Tax Act, 1961*

Maturity Benefit: *S.A. + Simple Reversionary Bonus + Terminal Bonus + Special Terminal Bonus*

Key Features:

- ***Double cover to match your requirement***

To ensure that your life is adequately covered at every step, our 'Enhanced Protection' benefit automatically boosts your risk cover to 200% of Your Basic Sum Assured at no additional premium. The increased cover continues throughout the remaining term of the policy.

- ***Disciplined savings for the long run***

To ensure that you accumulate a substantial lump sum as the years go by, i.e. Maturity Benefit, this plan enables you to set aside modest amounts in a well-planned manner.

- ***Bonuses to boost your savings. A range of bonuses to boost your accumulation kitty***

- *Simple reversionary bonus declared at the end of each year and payable on maturity or in the event of death.*
- *Interim bonus, in case of claim during the course of the year.*
- *Terminal bonus, on completion of 10 policy years and paid on maturity or in the event of death.*
- *Special terminal bonus payable at the end of the policy term on maturity of the policy.*

- ***Flexibility to meet diverse requirements***

Surakshit Jeevan gives you the flexibility to utilize your accumulated kitty on maturity in any of the following three different ways:

1. *To meet contingency fund requirements: Entire proceeds as a single lump sum.*
2. *For your kids' dreams: To meet the continuous fund requirements of your child's education and career you can opt for half-yearly installments over a five-year period. The guaranteed amount of each half-yearly installment would be Rs.108 per thousand maturity benefit.*
3. *For a comfortable retirement: Cash component of 1/3rd of maturity proceeds can be availed and the balance can be utilized to purchase an annuity from Kotak Life Insurance or any other insurer.*

Kotak Assured Income Plan

Phase I – Selling Guarantees.

Bhagvan ki daya se aap ek achhi or sukhi jindgi ji rahe hai. Lekin hamesha usme aur acchha ya behtar karne ki jagah raheti hai!
Identifying the Risk- Aap ko yeh pata hona chahiye ke paiso ki jarurat kab pad sakti hai.. Jaise ab samajh mein aa raha hai admission- child marriage, retirement etc.. Aur whoh bhi pata hona chahiye ke woh.. konse sanjog hai jab paiso ki jarurat pad sakti hai. Yani Risk ko janna bahut jaruri hai...
Knowledge and planning: Ab jab jan gaye hai ki Risk kya hai.. Uske liye yojna par planning karna aur uske liye knowledge hona bahut jaruri hai.
"Aap gas lene jate hai.. Aap fridge lene jate hai, Aap TV lene jate hai.. Aap kya mangte hai.. Guarantee... Guarantee mangte hai na..? (TC)
And jub aap apne family ki security ke liye koi decision lete hain, to kya sochte hain ki uski kya guarantee hai?
Is program mein jab aap aye ho... Let me tell you.. Hum aap ke liye jo planning karenge woh.. bilkul guaranteed hogi.. Bina guarantee ke koi bhi chiz ki advice hum aap ko nahi dete..

Phase2. Selling Product Features

The plan has these guarantees:
Guaranteed Higher Returns of 10.10% on SA - Liquid and yearly payable.
Guaranteed Maturity Benefit = SA - Guaranteed Death benefit = SA
Guaranteed Payment of 200% of SA – In case of Accident
Guaranteed additional benefit of 120% - Disability
Guaranteed No Deductibles
Guaranteed Bonus of 4-10% on SA

Additional benefits

Tax benefits/ Tax Free returns
100% peace of mind

Guaranteed Higher Returns of 10.10% on SA - Liquidity and yearly payable.
Mr. Sharma/Mrs Sharma, Agar aap bank me 5 lakh lekar jayenge. Aur agar aap 5 lakh ka FDR banayege to aap ko interest kitne amount par milenga? Correct Mr Sharma - 5 lakh par. Jitna bharoge us par return milenga correct ?
Bima policy me bhi aisa hi hota hai..Premium jitna bharoge, uspe return milenga.. Galat ... Aap jitna bhi paise bharoge uske 10 guna amount par aap ko retuen milenga.. Yani ki 1 lakh bharoge to 10 lakh par return milenga.. let me explain to you the concept..
Aap koi bhi bima company mein jab premium bharenge to aap ka return count hoga aapki bhari hui rakam par. Aap jab Kotak Assured Income Plan me aate hai to aap ko yeah returns aap ke bhare huve premium pe nahi lekin aap ke Bima ki rakam par milta hai.. Aur bima ki rakam hamesha aapke bhare huve premium ki rakam se Das guna Raheti hai.
Agar aap 1 lakh bharte ho to Bima ki rakam hogi 10 lakh or returns milenge 10.10% aap ke bhare huve 1 lakh par nahi par pure 1o lakh par.
Woh bhi guaranteed.. aap ke Khate me direct jama ho janyenge.. Pure 11-30 sal tak – yani pure 20 sal tak ek fixed income ki guarantee.

Guaranteed pay for half and Get full
Sir, aap ki benefit term is for 30 years but you have to pay premium for 15 years only. Your annual returns start after 10 years.

Guaranteed Maturity Benefit = SA And Guaranteed Death benefit = SA
Sir, Yad rahe aap ke Bima ki rakam jo bhi ho aap ko 10.10% guaranteed returns uspar to milte hi hai lekin aap ko 30 sal ke bad vapas milti hai puri Bima ki rakam. Agar isike doran aap ko kuchh hota hai to aapke parivar ko milegi Bima ki rakam. Yani ki Agar ek bar aap jud gaye to ek na ek bar to aap ko puri Bima ki rakam milni hi hai. Yahi chiz ko kahte hai Sahi maine me "Zindgi Ke Sath bhi- Zindgi ke bad bhi"

Guaranteed Payment of 200% of SA – In case of Accident
Sir, Jada taur par yeah dekha gaya hai ki Natural Mrityu jo hai woh 60 sal ke bad hoti hai. Uske pahle ki jayadatar mrityu Aksmik hoti hai- Accidental hoti hai. Bhagvan na kare agar aap ko kuchh bhi accident se ho jata hai to aap ko milti hai aap ke bima ki rakam ka dugna. Yani ki agar aap ke bima ki rakam 10 lakh hai to aap ko milta hai 20 lakh. 100% ka extra benefit.

Guaranteed additional benefit of 120% - Disability
Sir, Agar koi sanjog me ya koi accdent se aap ko koi apangta aa jati hai ya aap handicap ho jate ho to disability admit hone par aap ko bima ki rakam ka 120% extra milta hai.

Guaranteed No Deductibles

Aam taur par aisa dekha gaya hai ke jo yojna period ke dauran ya beech ke koi antral me apko paisa vapas deti hai to dave (claim) ke samay us rakam ko kat diya jata hai yani ki deduct kiya jata hai. Mr. Sharma, man lijye ke 17 sal baad aap ko kuch ho jata hai to aap ko 7 lakh to mil hi gaye the. Ab claim ke samay aap ki rakam jo das lakh thi us me se dusri yojna kat lengi 7 lakh rupiyo ko. Lekin Kotak Assure Income Plan me aap ki ek bhi rakam kati nahi jayengi. Pura 10 lakh diya jayega.

Guaranteed Bonus of 4-10% on SA

Sir, Appki maturity ki jo koi bhi rakam hai us par aap ko mil sakta hai 4-10% ka guaranteed bonus.

Premium Payment:

Sir is policy mein premium aapko 15 saal dena hai and aap ko company 10 th year se return dena suru kar degi. Yaani ki 5 saal tak aapko jo company return de rahi hai, usi se aap premium pay kar sakte hain. Ek tarah se aap humen apne pocket se sirf 10 saal tak premium denge.

Additional benefits

Tax benefits/ Tax Free returns

Sir, aap jitna bhi premium bharte hai us par (Rs 1 lakh tak) aap ko koi bhi tax nahi dena padenga. Aur aap jo bhi income apni policy se lene wale hai us par aap ko koi bhi tax nahin bharna padenga.

Ab agar aap gaur kare to har alag – alag yojna ka nichod yeah scheme hai. Is me Money back bhi hai.. endowment bhi hai...child plan bhi hai aur retirement benefit bhi.

Sabse Badi chiz hai guarantee. Agar guarantee na ho to koi fayda nahi hai.

Jo jo kah gaya hai woh likhit me bond paper me ayega...policy me likha honga..

10. MARKETING POLICY

We don't know, what might happen tomorrow, as life is full of uncertainties. What do you think can be the best time to do something for the betterment of your family's future and secure their lives? You will always have three options in life. Yesterday, Today and Tomorrow

We cannot do anything about yesterday. Time once lost can never be regained.

You can never leave important matters of your life on tomorrow, as life is full of uncertainties.

So the only time that is there in our hands is today. It is the only time on which we have complete control. If you really want to do the best for your family's future and fulfill your dreams, NOW is the only time, when you can really do it for sure.

Don't you think so Mrs. & Mr. ………………

I am sure a sensible person like you can very well understand the importance of insurance in today's life. Am I right there Mrs. & Mr. ……….?

11. ISOLATION/ COMMITMENT

So what you are saying Mrs. & Mr... is that you have understood the concept and importance of insurance in our life. And if the premium suits your budget easily and comfortably, you would like to provide financial security to your family TODAY? Is that true? (Call T. O.)

12. FINAL HANDOVER

Mrs. & Mr. ……You have already met my manager. Correct me if I am wrong.

You have told me that you like our plan and find it beneficial for your family. And most importantly if the premium suits you, then you would also like to join us today. Is that all right Mrs. & Mr. ……

GUIDELINES FOR T.O MANAGERS:

- The role of TO on the table is to support the advisor through warm up and solving queries on the table. You will take the first handover as per routine and in between go to solve queries as many number of times as possible. But during final handover you will have to be very careful.
- The advisor says that the prospect has found the plan useful and likes it as per canned pitch. TO should confirm the same from the prospect. TO should follow the prospect and not the advisor when the advisor is making the final handover pitch.
- TO should place the premium on the table only during final handover.
- In case the prospect is getting uncomfortable with you, leave the advisor to discuss with the prospect.
- If you sense that the advisor is trying to build pressure, you should immediately leave on pretext of some urgent work and take excuse for 2 minutes. Be back on the table within 2 minutes. TO should not build pressure on the table.
- If the deal comes well and good else fix an appointment for next 2-3 days and see the prospect off nicely with a smile.
- TO will ensure that no mis-selling is done.
- TO should not indulge in selling on the table instead advisor should be trained to do that.

13. Feedback form

To be filled by TO Manager if deal is not closed on the same day.
Mrs. & Mr. … You have not decided to secure your family today. We respect your decision and are willing to walk with you further. May we have your feedback on the same so that we can improve ourselves. Please help me here in filling this form. It will just take one minute.

INSTRUCTIONS:

- Make sure the feedback form is filled in one minute only by the manager himself before showing the guest out.
- If the deal is closed on the table, it should not take more than 5 minutes for the advisor to completely fill up the proposal form and get it signed by the client. Every advisor should learn to fill the proposal form, complete and correct, on his own without help. Timing is important. Five minutes only.
- TO should ensure that all relevant paperwork is completed to get the proposal logged in one shot.
- Inform our new client that the photocopy of this proposal form will be a part of his policy bond and everything that is written here is the basis of Insurance contract.

UPSELLING

Overview

Every guest who attends the Insurance Awareness Program may not take a decision on the very same day. Some people as per their nature will never take any decision without sleeping over it.
To source Deals from prospects through follow ups, those that were not converted in the first presentation in branch selling.

"The single most important thing to remember about any enterprise is that there are no results inside its walls."

Peter Drucker

PROCESS:

1. **Calling:** Advisor needs to call on each prospect for an appointment. Branch Manager & T.O to keep a close eye on each call for converting it into lead.
2. **Follow-up:-** Every case to be followed everyday without a miss. Branch manager to check status on daily basis
3. **Appointment:** Each appointment to be visited as per the confirmation given by prospect. The Branch Manager or TO would always accompany the advisor for presentations.
4. **Re-Appointment:** Re-appointment to be taken with same energy & enthusiasm.
5. **Role of AM:** Area manager must be involved in each call, lead, follow-up & appointment and need to touch base with every advisor on their activities. Without follow up the process of up-selling would be defeated or would result in zilch.

INSTRUCTIONS:

1. Prospects should be treated well in venue, so that you can approach them again for upselling.
2. Area Managers to groom and guide their team to close deals on daily basis.
3. Sales team will go after every tour till they achieve hit rate of 40%.
4. To introduce up selling in branch, seniors, trainers and KLI officers, have to accompany each advisor for first 2 or 3 leads. It's important to give a jumpstart to a fresh advisor.
5. The TO will now have to fight in a new arena
   - His actual role in closing a deal will start next day morning.
   - He will work with the advisors and get meetings fixed for him.
   - TO will try hard to make an appointment within 2-3 days, with each and every prospect who did not buy on the table.
   - It is time for him to show his real sales skills.

LEAD TRACKING

OVERVIEW:-

Each sales call, lead or appointment, if rightly tracked & nurtured can be a revenue generating opportunity. Right process & tool in place is required to make sure these are properly recorded.

OBJECTIVE:-

1. Provides effective control over sales follow up/ activities
2. Makes follow up fool proof
3. Monitors sales teams' performance
4. Alerts the sales team about due follow ups for all the sales leads and business opportunities
5. Helps in managing all the opportunities in an organized and systematic manner

HIT RATE

OVERVIEW:-

Hit Rate is the criteria to define number of sales realized as percentage of the number of prospects. In simple words it is the best way to decide whether an advisor, manager or venue is productive or not.
Hit Rate= number of clients/ number of prospects x 100
It can also be called as faults alarm rate; it's said so if hit rate is down, it's an indicator for falling of business. Hit rate below 25% falls under non productivity clause in the appointment letter of every employee. The target is to achieve 40% Hit Rate.

PROCESS:-

1. **Sales Pitch:** Stick strictly to canned pitch. Don't ever try to change anything in the pitch. "Keep it Simple & Stupid" as per your training instructions.
2. **Knowledge:** Use information you have on the subject of insurance during warm up. Knowledge based selling is the key.
3. **TO Meeting:** Must take place between 11am and 12 noon everyday. TO meeting is to be utilized to discuss each and every prospect that was not converted the day before. It should be an interactive meet on both Pros & Cons. It should end with winning strategy for the day.
4. **Client Delight:** Client delight is important. It always was, but it is more required today, as we need to go after prospects & clients for Up-selling & Cross-selling.
5. **Follow-ups:** One tool which can help to increase your Hit Rate is follow-up. Religious & Passionate follow-up with clients & prospects for appointments & re-appointments.

INSTRUCTIONS

1. **Tour Free: -** Tour Free is a crime in CS. No prospect (even if NQ) ever to be wasted because of non availability of advisor. Marketing team should know the showrate requirement in the venue on daily basis.
2. **Blank Days: -** Blank Days are tagged under zero tolerance policy of the company. Not even a single deal in the entire day in a branch increases the lack of enthusiasm among staff. Each and every team member should take it as his/ her own direct responsibility to cut down the causes of Blank Days.

Lead Nurturing :- (For Upselling, Cross-selling & DST)

Overview

Lead nurturing is all about having consistent and meaningful touch base with prospects, awaiting for the right timing for the prospect to buy. It is the method of maintaining mind share and building solid relationships. It's regarding building trusted relationships with the right people who are to be convinced to plan to secure their life. The secret to successful lead generation is a procedure, which converts more calls into qualified leads and qualified leads into sales, is called lead nurturing.

Trust Building

The main feature of lead nurturing is the ability to provide valuable information to prospects in required time, to become their trusted source or advisor. You are then considered as to be an expert. Where you don't sell or make pitches; instead, they believe you are providing solutions, and thus you will become, the first they call when they are in a need. So your marketing strategy should be only focused on developing trust among your prospects & clients.

Facts

It's a reality that more number of leads, does not guarantee increase in sales volume. Many research shows that 77% potential sales are often ignored by sales people which are longer-term leads (future opportunities). It was further revealed that 11% purchased within three months of inquiring, 17% purchased within four to six months and 25% purchased within seven to 12 months and 47% bought in a year or more.
Regardless of fact that high number of prospects expressed their interests that can eventually convert to sales, many sales people believe that following up is not worthwhile. Reason? Generally sales people need more immediate sales in order to meet monthly or quarterly quotas and earn commissions. Only those who devote equal energies on long term goals can hope of making it big in the insurance industry.

Facts in CS: - Above research has been done on fresh prospects, thus the time line for conversion of deal as per survey comes in such percentage. Here in CS, we are suppose to approach a prospect who has already visited our branch, attended our presentation, given his valuable 2 hours and seen the professionalism & client delight which we have offered, as a result the time line to convert this prospect into a client would be definitely lesser.

Beware:-You may be leaving as many as eight out of ten sales prospects on the table for your competitors.

Touch Base:-

Any form of touch base with client is lead nurturing. Normally, a lead nurturing process also includes meaningful letters, emails, voicemails, case studies; success stories, articles, greeting on birthdays & anniversaries etc.

REFFERAL CLUB (EACH ONE INSURE ONE)

We welcome and further encourage interaction with those customers, who understand & Value the importance of spreading insurance awareness in their lives and that of their immediate near & dear ones.

This small initiative is our way of saluting those, who believe that they have a larger cause to address and take the extra step by educating their social network on the importance of insurance and follow to see through that they get themselves adequately insured.

To support such enlightened citizens, we offer an absolutely free & complimentary support of our trained advisors, who shall be available as per their request. Needless to mention that since it's a two way effort, the branch manager has to ensure that such services are offered only to those clients who show an inclination of continued cooperation.

Further, we would appreciate these clients by offering gifts/ vouchers, as a small gesture from our end to appreciate their thought process & action.

PROCESS:

1. Sales team to make a service call first to the existing client. All issues regarding policy servicing or renewals should be resolved first. It is the sales team that is responsible for the satisfaction and delight of clients by building and reviving relationship with them.

"Customers don't expect you to be perfect. They do expect you to fix things when they go wrong."
Donald Porter

2. All alleged mis-selling cases should be handled by sales team, branch head to ensure that they clear all doubts of clients by re-pitching the product.

   "Your most unhappy customers are your greatest source of learning." ***Bill Gates***

3. Managers to make the call to satisfied customers and check their interest for CEC.

4. Manager to meet CEC interested clients with an advisor, explain process in detail and start working with them.

5. All CEC members should get something in return, manager has to ensure that at least one deal is procured from each and every list taken from any client.

6. CEC is not for every client. Only those clients who are willing to give real and genuine references are to be enrolled.

7. Satisfied clients who are not interested in CEC, to be called by advisors for cross- selling.

INSTRUCTIONS:

1. Managers to explain CEC process in detail to clients and encourage them to give real references to get benefit out of it. Make it a privilege to be a member.

2. List either can be forwarded to marketing department for showrate or advisor can also make calls. Appointments can be fixed either in branch or outside as per prospects' convenience. Support from client who gave the list, should be taken to fix presentations.

3. Sales team has to ensure that at least one deal is procured from each and every list from every club member.

4. Record and track of all references given by clients must be maintained as per procedure.

CROSS SELLING

OVERVIEW:-

Cross selling is a term we use in the industry that most often refers to selling another product to an existing customer. For CS, the objective of cross-selling is not only to widen revenue derived from the client, but also to protect the relationship with them. Hence, cross selling is designed to increase the customer's reliability on the company and decrease the likelihood of the customer of switching to another company.

"It starts with respect. If you respect the customer as a human being, and truly honor their right to be treated fairly and honestly, everything else is much easier." ***Doug Smith***

PROCESS:-

1. **Keeping in Contact:** Keeping in contact with your clients is the key to building a strong business. Familiarity breeds loyalty and this retains clients. It is much easier to keep a client than find a new one. Greeting a client on their birthday, anniversary, inviting for a tea meeting, organizing seminar, keeping them posted on various developments, charges, investment option, etc will work wonder.
2. **Solidifying Relationships**: Solidifying a relation in other terms - gaining the trust of your client. Once you done this successfully you'll become your customers' source for all their insurance needs. Hence, it directly means "you've won the battle".
3. **Planning for the Future:** Cross-selling is a great way to diversify your business. If you want to build client loyalty and improve your bottom line, just put in some hard work and keep an eye toward your clients' future. They'll reward you with stronger relationships and increased sales that'll carry you toward a successful future.

   "A sale is not something you pursue; it is something that happens to you while you are immersed in serving your customer".

INSTRUCTIONS:

1. Advisors to focus on fixing appointment with existing client for presentation on other products. Manager to accompany the advisor to explain product and close the deal.
2. Customer delight is foremost to achieve success in cross selling.
3. Regular contact to be maintained with existing clients. Current renewals persistency of 75% to be raised above 90%.
4. Follow-up till each client has taken a presentation of Single Invest Plan.
5. Check whether the client is medically insured. If not follow-up till he gets a health insurance plan for his family.
6. Follow up with clients till all his family members have taken one or the other traditional insurance plan.
7. Follow up with clients till all the earning family members have taken at least one term insurance plan.
8. Always inform your clients of new insurance products.
9. Single Invest Plan, Health Insurance, Term Plan and Assured Income are the 4 easy products to sell to your existing clients.

BENEFIT:-

1. **Easy Closer of deal:** Research shows that selling another product to existing client is more than three times easier than selling it to a new client.
2. **Economical: T**he cost of cross selling is less than capturing new client. It costs three times less than selling to current client than selling it to the new client.
3. **Defence from Competition:** It's the only sheild to defend ourselves from competitors by not allowing our client to approach other than us.

"Customers are an investment. Maximize your return." ***PeopleSoft Ad***

CRM: - CUSTOMER RELATIONSHIP MANAGEMENT

Overview

Process is a tool for client delight, CEC & Cross-selling. It's all about suggesting and assisting our existing customers for taking new policy in a different way.

Purpose:

1. Making customer satisfied with their previous policy
2. Understanding of client's needs and requirements
3. To keep & create new customers
4.

Process:

1. **List Details: -**
   i. Details of existing client will be forwarded to all branches by Resource Dept.
   ii. List will be branch wise, branch head himself need to distribute the list to advisors and re-allot the list in case of new joining or separation.
   iii. Renewal due date is also provided in the list.

Each list should be taken in a spirit, as advisor should know that every list can increase their paycheck and job security.

2. **To Stay in Touch:-**
   i. To stay in touch with clients on regular basis, service calls is an effective tool.
   ii. To solve their query regarding previous policy, helping them for policy servicing, remind them for renewal due date.
   iii. Best way is to get an appointment from client for renewal collection and have a face to face interaction.

To secure repeat business from your customers, you need to build and hold their trust which can be achieved by solving their issues.

3. **CEC Pitching:-**
   Pitching CEC will make them understand that you are creating a new option for them for making money. Your focus should be more on building a stronger rapport with the client, CEC is a way to achieve that.

4. **Cross-Selling Process:-**
   i. After all your above efforts, here is a client who has full faith on you, who considers you as a counselor for his finance planning.
   ii. Now can start cross-selling process with him.
   iii. It's not about this single policy remember! From now onwards he'll approach you for all his and his family needs and will possibly suggest his friends & relatives also to you.

Here you won a battle, as from now on he will keep you in mind for his financial planning.

HEALTH INSURANCE

OVERVIEW:-

Health insurance is insurance against the risk of incurring medical expenses. It can also be defined broadly by including all financing arrangements where consumers can avoid or reduce their expenditures at time of use of health services.

Big Opportunity:-

Health insurance is very well established in many countries. But in India it is a new concept except for the organized sector employees. In India only about 2 per cent of total health expenditure is funded by public/ social health insurance while 18 per cent is funded by government budget. In many other low and middle income countries contribution of social health insurance is much higher. So, we need to grab this opportunity to widen hold on market in this spectrum.

NATURAL MARKET

Natural market is direct or indirect contacts of employees in any form. Every employee should make regular attempts to expand their contacts around them in all situations.

The management encourages all employees and their dependents to stay insured. Dependents are parents, children, spouse and unmarried siblings. The company shall further pay extra incentive to employees securing themselves and immediate family members. However, please note that extra incentive paid shall be limited to the commission earned in these products, post deduction of taxes. This business will be counted in both performance and incentive structure of sales team.

"If you care at all, you'll get some results. If you care enough, you'll get incredible results."

DST PROCESS – DISTANCE SALES TEAM

Overview

This team shall be based centrally out of Kirti Nagar, Head office and will be generating leads as per the guidelines laid down by IRDA for such channels. These leads shall further be passed out to local team, who shall follow up & meet the clients as per the schedule given that the product can be explained in detail and the deal closed.

"Make a customer, not a sale." ***Katherine Barchetti***

Role of DST in Base Branches:

Those branches which are in process of generating business through DST are achieving their monthly targets easily. Conversion of leads into deals in DST is 80%., which itself defines the success story of DST in branches for hiking the business volume.

Process:

Interaction with DST: Branch Head should interact with DST Head to start the process. Continuously interact with the designated DST manager henceforth.

Data for DST: Sales team need to source relevant data through various resources and modes for DST, so that they can start calling & generate leads for that particular branch.
Sales team need to go out and make an extra effort to procure required data. Following are a few examples.

- Survey cards
- Collecting register from mobile recharge shop
- Credible data through personal references
- Telephone directories, yellow pages
- Contactable data from telecom networks like Airtel, Connect, Reliance, etc

Leads from DST: Each & Every lead should be visited as per the appointment date & time. "Every lead is almost a deal" is the slogan of DST.

Instructions for Data Sourcing:-

Sales team to ensure that the marketing team has enough quality data at all times. Sales team to indulge in specific planned activities/ events to get maximum survey cards filled from genuine suspects. The same data that the marketing team consumes for showrate can be reused for DST. The data provided must be 100% contactable.

***IMPORTANT NOTE:** Sales team in branch will share 50% credit on pickup with DST team.

MOBILE VENUE

OVERVIEW:-

Mobile Venue in simple words can be described as camping in small villages & towns for sourcing business.

"***Good is not good where better is expected."*** ***Thomas Fuller***

OBJECTIVE:

To create a large and healthy client base in the rural market around our branches.

PROCESS:

1. **Mining of data:** Data mining is the foremost job which is to be executed before planning a mobile venue in a particular place. Parameters for searching data:
   a) Pin Code. (Not necessarily all data will carry pin codes) www.infodriveindia.com
   b) STD codes (All the STD codes of the nearest area)
   c) All the nearby villages – It is a must to take help of Google map to cover all the villages– and http://www.indiastudychannel.com
   d) No. of Telephone lines - www.(name of the state).bsnl.co.in
   e) Surnames – To avoid particular cast or add particular cast based on economical status.
   f) Excel wise comparison of each data
   g) Collecting reference from each call in rural market and asking for mobile numbers.

2. **Planning:** After sourcing of data in good amount, of a village or town, date and mobile venue should be planned.

3. **Calling:** Data need to be forwarded to marketing team for calling. Data should be in good quantity to fulfill the requirement.

4. **Deciding Target:** Before beginning an operation, target need to be decided as per the data available & research made on quality of showrate. And target need to be induced to each member in such a way that team returns with 40% hit rate.

5. **Laisoning with local authorities:** Mobile Venue Head can also execute a plan to source maximum deals by contacting Village Panchayat or Village Head for clear understanding of policy to village people. Permission from local authorities should be sought before operating the mobile venue in a particular location.

INSTRUCTIONS

- **Duration: -** Base branch can operate mobile maximum for 3 days in a month. Ideally a day before weekly off, skipping first and last week of the month.
- **Area to be covered:** Mobile venues to run in neighboring small villages & towns within 100 kms of base Branch.
- **Showrate:** Sales team to ensure that minimum 50 survey cards are procured before planning mobile venue to ensure consistent show rate in each wave.
- **Team:** Minimum 8 advisor are required for proper utilization of showrate alongwith 3 managers.
- **Keep track of competition:** Others should not have operated mobile venue before us in near past, in that location.

Team CS will always leave a positive impact everywhere we go.

RE-VISIT:

REVISIT TO THE SAME MOBILE VENUE LOCATION LEADS TO STRENGTHENING OUR POSITION IN THE SMALL RURAL MARKET:-

Marketing Team:

All suspects to be called again for re-visit, who had not rejected the invitation but couldn't visit last time. A strong follow up system to be adopted.

Sales team:

Upselling: Up selling should be done effectively when the mobile team visits the same location again. To follow up with all the prospects who had attended the program last time but did not buy.

CRM: Sales team should get in touch with all the existing clients on revisiting a location for client delight, CEC & Cross-selling.

ABC… ALWAYS BE CLOSING…

Overview

There are many closing techniques and there are some common tips that are offered to make closing even more successful.

ABC

ABC is a common term which stands for 'Always Be Closing', which is both good and bad advice. ABC is good advice when it is used to keep in mind that you are always aiming towards a close. It is bad when you just use it to mean battering the customer to death with a barrage of unsubtle closing techniques.

SILENCE AFTER

When you have used a closing technique, be quiet afterwards and let them respond. If you just keep talking, then you may miss what they have to say - like 'yes' for example. Silence also builds tension and will encourage them to respond - and a response to a well-put closing question will hopefully be positive.

WATCH EMOTIONS

Watch out for the other person not only in what they say but also in the emotions behind the words. Never try closing when they are in a negative emotional state - you will only cause further objection and possibly anger.

OVER-CLOSING

It is not unknown for sales people to talk their customers into closure then carry right on and talk them out again. You can over-do closing and it requires a close sensitivity to avoid this trap. It is often the fear of the other person saying 'no' that often causes a sales person to keep on talking. You must have faith and also accept that when they say 'no' it is not a real comment about you.

THERE ARE NO BEBACKS

When a customer says 'I'll be back', sales people in many different situations know that this is just an excuse to leave. Thus, it is said, 'there are no bebacks'. The consequence of this is that when customers say they will be back, you cannot count on it and should treat this as if they will not and decide either to move to the next customer or redouble your sales efforts.

CLOSING NEED NOT MEAN A SALE TODAY

In some situations, there are bebacks. When you can meet the customer again, then you can have intermediate goals and closure may just be an agreement to meet again. It can also ask for commitment to certain acts such as getting you information or looking at a website. Generally, if you are getting the other person to commit to some action, you are moving the sale forward.

HORSES FOR COURSE

In all of these methods, remember that all closing techniques are appropriate only in particular circumstances. This can include the emotional state and readiness of the customer.
Using simple methods with sophisticated buyers will only serve to annoy them, so rather than treating the situation like one-off selling, use more relationship selling methods, seeking to understand them and meet their needs, both professional and human. Everyone, even buyers, like to be treated with respect, and if they do catch you being a bit crass, then apologize and be more careful where you tread!

ONE MORE REASON TO BUY

Perhaps one of the greatest lessons a salesperson can learn is how to close sales without any pressure. Pressure is felt when a prospect says "no" and then the salesperson attempts to close again without giving the prospect "another reason to buy." When the prospect says "no" he is really saying, "Based on the information you have presented so far, I am not interested. BUT, if you can show me a significant benefit that I may have overlooked, I would gladly change my mind." You must give him one more reason to buy before closing again.

THE GREATEST CLOSE

As was mentioned earlier, the very best close is a really enthusiastic and excellent presentation. By creating an excitement and desire for your product through an enthusiastic and excellent presentation, a "yes" in the final close is almost assured. One of your purposes for closing is to help fulfill needs, problems, and desires that were established during your demonstration. Something to keep in mind is that many times you have more knowledge than your customer about how your product will fill their needs, problems, and desires. Therefore, it is important that you use your tools of salesmanship to show them how the product you're showing will fill their needs, solve their problems, and fulfill their desires.

Remember: The greatest close ever is an enthusiastic, emotional packed, fantastic presentation!

Tips to Remember

1. Close with a strong positive mental attitude. Assume your customer is going to buy and never doubt his intentions to do so.
2. By the same token, you want to relax your customer by letting him feel it doesn't matter to you whether he buys or not. "Everyone likes to buy... nobody likes to be sold." Create a "buying atmosphere."
3. Never pressure your customer with direct questions like, "Do you want it?"
4. To be successful in closing, you must have the will to win. Selling is a win-win situation or a lose-lose situation.
5. Always remember, "One more reason to buy."
6. Continually reassure your customer that he is making the right decision by purchasing.
7. In every presentation, always ask for the sale by asking the close question.
8. After giving each "one more reason to buy," always ask for the sale by asking the close question again.
9. It is important that there not be a distinction between the demonstration and the close. They should flow smoothly from one to the other.
10. RELAX--At this point in your demonstration, you can make your customer uptight or relax him, depending on what your attitude and feelings are. If you relax, he will relax. This helps establish trust and confidence.
11. Be sure to use third person stories.
12. Don't make your offer too wordy and confusing--remember, "a confused prospect never buys." Make the close as simple as possible. Go low and slow.

If Deals are not Getting Closed by You, It Means!!

1. You haven't established enough interest.
2. You haven’t given any value.
3. You haven't created or uncovered need.
4. You are unable to or have not established any rapport.
5. You have been talking (telling) instead of asking (selling).
6. The prospect doesn't see you as important enough to carve out time to meet.
7. The prospect feels “sale” rather than “relationship.”
8. The prospect has an unfavorable impression of you, your company, or your product.

QUALITY MANAGEMENT

OVERVIEW:-

Quality is considered as the most powerful factor to capture, retain and enlarge customer base in the modern business scenario. Quality of sale in CS has always been primary from the beginning. Achieving customer satisfaction is the most essential business of all businesses and quality management is the most fruitful enterprise strategy of all strategies.

"Be everywhere, do everything, and never fail to astonish the customer." ***Macy's Motto***

PLVC – PRE LOGIN VERIFICATION CALL

OBJECTIVE:

1. Achieve minimal wastage.
2. For higher customer satisfaction.
3. To check the quality of sale.

PROCESS:

1. **Call to every client:** PLVC is done on daily basis by 12 noon to each client. If any client is not connected due to wrong number, on same day, arrange from marketing team for alternate numbers. Every call need to be made and same information to be updated in DSR & MIS.

2. **Information:** All information about policy, documents & customer care number is to be given to client.

3. **Feedback:** Feedback from client would be analyzed to check mis-selling, mis-representation and command on knowledge of advisors and managers. Feedback from client is shared with sales team to appraise them in case of a good job done or to correct issues raised by client.

4. **Clarification:** If a client has any doubts about policy, company or any other issue, this is an opportunity for each & every clarification.

5. **Convincing:** If any client wants to cancel the policy or AM assumes the same, then it's the best opportunity for AM to save the deal. He can also send the advisor to his house to stop the cancellation.

6. **Trust Building:** Most excelled job is done, if clients' trust is won. This results in long lasting relation with the client.

INSTRUCTIONS:

1. Low tolerance for morning out & late banking cases.
2. PLVC report should reach to all concerned by 10.30 am & by 11.00 am all proposals should be sent to principals. Only Quality Department is authorized to make morning calls.
3. Uniform pitch to be used by all authorized persons.

PLVC Pitch

Good morning! Am I speaking to Mr. / Mrs. abc? My name is …… This is a welcome call from Corporate Services, channel partner, Kotak Life Insurance. This call is regarding the policy purchased by you from our xyz branch. I would like to inform that this call is recorded for internal training and quality purposes. You have taken our Kotak _____ plan and paid Rs. _____ through credit card/ cash/ cheque payment as your yearly/ half-yearly/ monthly premium and your cheque will go for clearing today. The term of the policy is ___ years, premium paying term is ……yrs, and risk cover is ___ lakh. The policy is in the name of Mr. / Mrs. abc, whose date of birth is _____, the address provided by you is _______ The documents received are ______. Can we have any other alternate contact number and email ID. You will receive your policy bond within a month time. For any further assistance and clarification, call us on our Toll Free No-1800-11-88-44, which is mentioned on the receipt handed by our advisor. If needed we might contact you for medical check- up or any further requirement. Can I help you with anything else sir/ maam? **Thank you for your time and have a great day.**

PICK UP VS DSR VS LOGIN

OBJECTIVE:

Even if a single document is collected from a prospect, that too need to be entered in the DSR and after completion of proposal, same to be logged.

PROCESS:

1. **Pickup:** After closing a deal, each & every document needs to be collected from prospect at initial level itself. If any document is not completed same to be followed up religiously. The mind set of advisor should be like that, he should not be having any incomplete form in office tagged in his name at any given point of time.
2. **DSR:** All the proposals to be filled by the advisors on same day before leaving the office, so that it can be entered in the DSR on the same day.
3. **Login:** AMs to ensure that all cases get logged latest by 12:00 noon after PLVC. No case should be logged without PLVC.
4. **Initiative:** Every branch to take self initiative to ensure: Pick Up=DSR=Login.

INSTRUCTIONS

1. As per company policy no cash of any client should remain with the sales team for more than 1 working day. Cash should only be accepted when the proposal is complete in all terms.
2. As per company policy no employee of CS will accept part or advance payment in any form, cash, cheque or card, against a proposal. Cash should not be accepted against renewals at all.
3. State executive to send a compiled report of daily dispatch of proposals from the branches.

LOGIN VS CONVERSION

OVERVIEW:

Higher conversion ratio is a visual success story of any business enterprise. To accomplish highest conversion, quality is the utmost priority and CS follows the same. Achieving more than 90% conversion ratio is the target of CS.

WASTAGE COMPONENT:

1. **Cheque Bounce:** Larger portion of wastage comes under this head. Pressure selling is generally the major cause.
2. **NTU/Refund: -** It occurs due to non completion of requirement or medical within Turn Around Time (TAT).
3. **Free-look Cancellation:** Mis-selling and/ or lack of touch base with client leads to cancellation.
4. **Deferred/ Declined Cases: -** Lack of knowledge of non medical matrix and product features is the main reason.

PROCESS TO CONTROL WASTAGES:

1. **Affective PLVC:** It's a process that can make a dead deal alive. Strong PLVC can stop cheque bounces.
2. **Follow up:** Follow-up to complete the requirement or medical before TAT is required. No single "Hold Refund Case" reflects on strong follow up process of a Branch Manager.
3. **Strong Touch Base:** To reduce FLC, strong touch base with client is required.
4. **Transfer of Policy: -** In case of deferred or declined cases, attempt to transfer of policy to any other member of family should be made.

INSTRUCTIONS TO AVOID REASONS OF WASTAGES:

1. **Pressurized Selling:** CS is in process to eliminate pressurized selling from root level. Everyone is directive to eradicate this habit from sales process completely.
2. **Mis-Selling:** Mis-selling comes under Zero Tolerance in our company. It will land us directly to Assured Wastage, No Cross-selling, and No Reference from Client in Future.
3. **Old process:** Traces of grabber and take away to be removed from terminology. Feelings and emotions will always be the basis of a good sale. Alongwith that knowledge based selling will make a good sale better.

WHERE THERE IS EXCELLENCE, EXPLANATIONS ARE NOT REQUIRED

Excellence is self- explanatory. Where there is excellence, explanations are not required. Where explanations are required, rarely you find excellence.

What is Okay is Okay and what is not okay is not okay .However , we have tendency to explain, justify, reason & rationalize what is not okay as okay. Hold it. Once you develop this tendency of using your mind to make what is not okay look okay, you press your own self- destruction button. The mind that gets trained into justifying lack of excellence learns to settle for compromises - it learns to live with compromises.

If you have scored 88 out of 100, the fact remains that you have fallen short by 12. How much ever you explain, you have still fallen short by 12. Communication cannot make up for that 12. You are attempting to justify 88 as 100, though you yourself know that 88 is only 88.

A saying goes "A lie told a thousand times becomes the truth". To others it may appear to be the truth but you will always know that it is lie. For how long can you make a cat look like a lion? You can neither hide the fact from yourself, nor hide yourself from the fact. Explanations can never make up for the shortfall.

If your target was 40 lacs and you did only 36 lacs in sales, then you have fallen short of your target. If your appointment was at 11.00 and you turned up only at 11.15 then you are late. Much after you have explained everything in every possible way, the fact remains that you didn't achieve your target, and that you didn't respect punctuality.

Self-consolation for lack of excellence will hurt you very badly in life. Time and again, it will make you fall short of the mark and you will eventually fall short of what you are capable off. Wake up. What is not okay is not okay.

- ✓ Zero defect is possible.
- ✓ Precision is possible.
- ✓ Sustained excellence is possible.
- ✓ It all starts with the attitude of refusing to settle for anything but the best. It is a funny thing about life that if you refuse to settle for anything but the best, it often gives it to you.
- ✓ Lack of excellence should hurt. That which hurts, instructs. That which instructs, creates. Get created. Create excellence.
- ✓ Let your work speak for you. You don't speak for it.

SUCCESS IS NOT A DESTINATION; IT'S A JOURNEY...

HAVE A GREAT CAREER WITH CS !!!