



BE
AN
LIC
AGENT!

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Tired of Routine?

Turn your smile into a fortune!

Be an LIC Agent. Set your own goals.
Use your spare time to add to the family kitty.

Please contact your nearest LIC Branch or our Development Officer today.
Log on to www.licindia.in for further information.



भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA
www.licindia.in



भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

INTRODUCTION

India's largest life insurance company, The Life Insurance Corporation (LIC) of India, has footprints across the country and its market share continues to make it the dominant player in the life insurance industry. It has an unmatched reach with eight zonal offices, 113 divisional offices, 2,048 branch offices & 1,275 Satellite Offices. LIC draws its strength from over 1.16 lac employees and more than 1.2 million agents.

The Corporation's figures speak for themselves. In last financial year, LIC sold over 36 million new policies and occupying more than 83% market share. It has the largest customer base of about 290 million policyholders and its asset base is more than a mammoth Rs 15 lakh crore. The valuation surplus runs into more than Rs 28,000 crore, of which, nearly Rs1,400 crore is given to the central government as dividend. So, what better reason can you have for associating yourself with such a big and growing organization?





BEING AN AGENT

For life insurers, the policy is the finished product. But to sell them, LIC makes use of various distribution channels, such as individual agents, brokers and corporate agents. The individual agency system, however, remains the backbone and the largest channel for selling policies.

Few industries provide unemployed or inexperienced individuals with an opportunity of unlimited earning from the very first day of working. The agency career with LIC, however, is an exception. For these agents, the sky is the limit when it comes to their earnings and signing their own cheque. With flexible working hours and the control to run one's own agency as a business, life insurance agency system suits those with entrepreneurial aptitude.



LIFE INSURANCE AGENT MODEL

Life insurance helps families maintain their standard of living and also helps them save for their long-term goals. LIC, being the oldest and the biggest in the life insurance industry, knows it best in handling lives and money.

Most people have their first contact with an insurance company through an insurance sales agent. These people help individuals, families, and businesses select insurance policies that provide the best protection for their lives, health and property. Agents prepare reports, maintain records, seek out new clients, and, in the event of a loss, help policyholders settle their insurance claims. Increasingly, some are also offering their clients financial analysis or advice on ways to minimise risk.

Life insurance agents specialise in selling policies that pay the beneficiaries in the event of death of life insured or on survival

Depending on the policyholder's circumstances, a cash-value policy can be designed to provide retirement income, funds for the education of children, or, other benefits. Life insurance agents also sell annuities that promise a retirement income.





ROLE OF AN AGENT

Life insurance agents are hired by insurance companies and they act as the main link between the insurance company and the insured. Their role is to recommend their clients the right products that address the clients' needs. At the same time, they must act in the interests of the insurance company by using their unique position of knowing their clients well enough to protect the insurance company from any undue adverse product selection.

This makes the role of the agent very crucial. Agents facilitate the smooth sale of insurance products by assisting their clients with completing the paperwork involved, and after the policy is sold, the agent should ensure it is serviced properly until maturity, or in the event of a claim. At the time of a claim, the agent should also assist the client to complete the required formalities to ensure quick settlement.



**LIC
CARE**

Life insurance agents are the backbone of any insurance organisation. They are a key source of business for the organisation, and are a continuing link with the clients. That is the reason why LIC takes a lot of care in recruiting and developing their agency force. The endeavour is to set high standards of quality in service and salesmanship. To cater to the needs of the knowledge-oriented marketplace, LIC looks out for the people who are service-oriented, good communicators and enjoy meeting new people.

WOULDN'T IT BE GREAT
IF YOU NEEDED TO WATER IT
JUST ONCE?



Bima Bachat, a Single premium Money-Back policy.



(T. No. 175) UIN: S12N232V01

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Follow us:     LIC India Forever

- Money-Back equal to 15% of the Sum Assured every 3 years.
- Maturity Benefit equal to full premium paid (excluding extra, if any) with loyalty addition.*
- Full Insurance cover till maturity.
- Duration of policy: 9, 12, 15 years.
- Age at Entry - 15 to 66 years.

*Depending on Corporation's experience.



• Insurance is the subject matter of solicitation.
Non-linked Insurance plan.

For more details on risk factors, terms and conditions, please read sales brochure carefully before concluding a sale.

WHY TO CHOOSE 'LIC' FOR LIFE INSURANCE AGENCY

REWARDING CAREER

You will help people realise their dreams by fulfilling their financial goals and assisting the families in case of misfortune strikes. The difference you make to their lives is more rewarding and satisfying than you could ever imagine.

A SUCCESSFUL TEAM

By joining LIC, you will be a part of the country's finest team of life insurance agents. Last year, LIC contributed more than five thousand members to the Million Dollar Round Table USA - a global forum that salutes the world's most successful insurance agents.



ATTRACTIVE REMUNERATION

LIC takes care of your current earnings and guarantees an earning for the future. What's more, you can set your own income targets with a potential to earn as much as you want for the rest of your life.

INDEPENDENCE

As an agent, you will be a true entrepreneur. You will have the freedom to be your own boss: work for yourself, choose your own clients and make your own money; and all of this without your having to make any initial capital investment.

WORLD-CLASS TRAINING

LIC provides its agents with the best-in-class training systems, since that is what differentiates LIC agents from the rest. Even if you don't have previous experience in selling, the multi-dimensional training programme conducted by qualified in-house training personnel will make you a specialist in life insurance sales. The effect of training and environment may be observed by the average annual productivity of LIC agent which is 26 policies and Rs. 3.14 lakh New business premium income which is much higher than industry's average.



COMMITMENT TO CAREER AGENCY SYSTEM:

Our commitment to the Career Agency System means that, we support you and your efforts not just today, but at every stage of your business. We believe in encouraging our agents to strive towards the highest levels of success, throughout their careers. In fact, depending on your performance, we also offer a career management option with the company.

FULL RANGE OF PRODUCTS AND SERVICES

You can offer your customers over 50 product combinations of unique products and riders to help them meet all their financial goals. In order to give you a greater competitive edge, LIC is also continuously working on newer and more innovative products.



SALES AND MARKETING SUPPORT

LIC support its agents with innovative sales and marketing tools. The sales, promotions and marketing collaterals will help you take your business to new heights.



FINANCIAL STRENGTH

LIC offers you and your customer unmatched financial strength and solidity. LIC is the most trusted and time tested insurance brand of the country.



REWARDS & RECOGNITION

LIC agents are constantly recognized and rewarded for their performance. Numerous competitions all year round promote healthy competition amongst agents and recognition for their efforts. Depending on the level of business the agent achieves in a year, he or she can become a member of various clubs such as the Corporate Club, the Chairman's club, etc. LIC agents are also entitled for many benefits like Medclaim, Group insurance, Gratuity, Pension scheme which makes this profession almost at par with any career option. Performing agents are also allowed to open their offices & LIC reimburses the allowance for running them.

INCENTIVES



"Corporate Club Members along with dignitaries of LIC at a convention held in Mumbai"



I will grow with
LIC Policies

Pension Policies

Health Policies

Unit Linked Policies

Money-Back Policies

Endowment cum Savings Policies

Term Assurance Policies

Whole Life Policies

Childrens' Policies



Contact your agent/branch or
visit our website www.licindia.in or
SMS 'CITY' to 56767474, e.g. 'Mumbai'

Follow us at:    LIC India Forever

Insurance is the subject matter of solicitation



LIC KA HO SAATH, TOH FIKR KI CHHODO BAAT.

LIC/36/09-10/ENG

For more details on risk factors, terms and conditions, please read sales brochure carefully before concluding a sale.

All the people in urban areas who have cleared Class XII and are aged 18 years and above are eligible to apply.

Step 1

One needs to contact the branch office and meet the development officer there. The branch manager will conduct an interview, and if found suitable, you will be sent for training at the divisional/agency training centre.

Step 2

The training is for 50 hours and covers all aspects of life insurance business.

Step 3

After successful completion of training you will have to appear for the online Pre-Licencing examination conducted by IRDA.

Step 4

After successful completion of the examination you will be awarded a Licence by IRDA to work as an insurance agent.

Step 5

You will be appointed as an agent by the Branch Office and you will be a part of the team under your Development Officer. The Development Officer will impart you field training and other valuable inputs which will help you in the market place.



BECOMING AN LIC AGENT

Step 5

Step 4

Step 3

Step 2

Step 1

QUALITIES OF A SUCCESSFUL AGENT



Successful agents take this opportunity seriously and run it as their own business. They use their time and interpersonal skills after becoming an insurance agent. They understand customer's needs well, hears them out and suggests the best plans. They stay updated with the times. Some of the qualities that can be for a potentially successful agent are:

- Self-motivation
- A master communicator
- A go-getter
- 10+2 in urban areas and 10th standard in rural areas

Insurance sales agents should be flexible, enthusiastic, confident, disciplined, hard working, and willing to solve problems. They should communicate effectively and inspire customer confidence. Because they usually work without supervision, sales agents must be able to plan their time well and have the initiative to locate new clients. Persons with proven sales ability or success in other occupations get an added advantage.



THE WORK OFFICE

Most insurance sales agents are based in small offices, from which they contact clients and provide information on the policies they sell. However, much of their time may be spent outside their offices, travelling locally to meet with clients, or investigate claims. Agents usually determine their own hours of work and often schedule evening and weekend appointments

for the convenience of clients. Although most agents work a 40-hour week, some work 60 hours a week or longer. Commercial sales agents, in particular, may meet with clients during business hours and then spend evenings doing paperwork and preparing presentations to prospective clients.



PROFESSIONAL COURSES

Employers also are placing greater emphasis on continuing professional education as the diversity of financial products sold by insurance agents increases. It is important for insurance agents to keep up to date on issues concerning clients. Changes in tax laws, government benefits programs, and other State and Central Government regulations can affect the insurance needs of clients and the way in which agents conduct business. Agents can enhance their selling skills and broaden their knowledge of insurance and other financial services by taking courses at colleges and universities and by attending institutes, conferences, and seminars sponsored by insurance organizations. IRDA also has mandatory continuing education requirements focusing on insurance laws, consumer protection, and the technical details of various insurance policies. LIC has inhouse training centre to provide such training.



We are responsible. We are insured.

Radhika Chauhan, 23
BPO Executive, Jaipur

Swati Dixit, 20
Choreographer, Pune

Mrs. Kristen Dias, 42
Senior VP, Mumbai



Mrs. Divya Khanna, 28
Bank Manager, Gurgaon

Dr. Avani Iyengar, 31
Doctor, Chennai

Mrs. Priya Khanna, 35
Homemaker, New Delhi

Responsible, aware and financially independent; this is how you see yourself. And rightly so with the growing roles you are assuming, personally and socially. Children's education, home EMIs, lifestyle, career, financial decisions; you are no more a spectator, but an active and equal contributor. And when you are taking the lead in everything, why stay behind in insuring yourself? Insurance becomes your responsibility too.

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