



Certification Program in  
**INSURANCE SALES**

upGrad Campus in association with



## About Us

upGrad Campus is a  
**video learning platform  
for online education,**

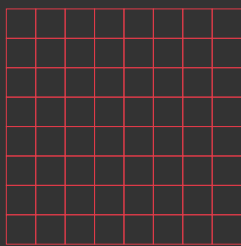
with certificate courses specially curated for college students and young adults. As an affiliate of upGrad, India's largest online higher education company, upGrad Campus aims at making every graduate job-ready, with professional skills and practical know-how for the most sought-after fields of work.

“ Our aim is simple: We strive to create high-impact, hands-on experiences that prepare learners for meaningful and productive careers.

**Ronnie Screwvala**

Co-founder & Executive  
Chairman, upGrad

”



# Insurance Sales could be your next big career move

upGrad Campus has partnered with Tata AIA Life to give you this exclusive job offer. The Insurance Sales Industry is teeming with opportunities and the best one has been handed directly to you! This is your chance to work at Tata AIA Life, India's leading Life Insurance company, with recognition and fame both nationally and internationally.

Enroll in our Insurance Sales course and get hired from Day 1. Learn about Insurance from scratch all the while earning monthly stipends. What's more? Pick up essential communication skills and land the perfect Sales pitch every single time.

## Why make a career in Insurance Sales?

- Guaranteed Job
- Flexible Schedule
- Starting salary – 3 LPA
- Accelerated Career Path

## Who should sign up for the course?

This course is best suited for people looking to make a headway in the Insurance and Sales Industry. It requires no prior experience, and is designed to teach you all the necessary tools from scratch. However, having a basic understanding of the Insurance Business will definitely aid your learning. We're looking for talented youngsters with great command over the English language and a strong grasp of the regional language.

So if you tick all these boxes, you best believe you've met your career match!



# All about the Program

Tata AIA Life is an established Life Insurance Company that brought together India's leading industrial group and Asia's largest independent Life Insurance group. As India's top Life Insurance Company Tata AIA Life offers a multitude of opportunities to employees from all over the globe.

upGrad Campus has partnered up with Tata AIA and designed a certification program to give you all the right skills to excel in Insurance Sales.

## How it works

Once you join the Certification program you will:



**01**

### Attend 3 months of online lectures

Build a strong foundation in Sales and Insurance

### Intern at Tata AIA Life for 3 months

Develop practical skills and get hands-on experience in the Tata AIA Life ecosystem.

**02**



**03**

### Train on the job for 6 months

Put your Job-ready skills to the test on the job!  
And work at India's leading Life Insurance Company.

### Get assured Job placement in Tata AIA Life

On completion of the program learners will get absorbed directly into Tata AIA with competitive placement packages.

**04**



# Why Choose upGrad Campus?



01

## Best Mentors

Learn from top experts with years of experience in the field.

## Curriculum designed for Freshers

Learn from a curriculum that is especially curated for you, and is centred around topics relevant in today's day and age.

02



03

## Immersive Learning Experience

From LIVE Classes, Recorded Sessions, Doubt Resolution Forums to Projects, we ensure 360° learning.

## Peer Assistance

Get support from a strong network of dedicated and like-minded students. Connect with Subject Matter Experts over weekends to solve doubts and have 1 on 1 LIVE sessions with them.

04



# Smart Learning = Great Benefits

## On-The-Go Learning

Learn directly from renowned Insurance Industry Experts, anywhere, anytime.

## Become Industry-Ready

Pick up industry-relevant skills from Tata AIA Life, India's leading Life Insurance company.

## Get hired from Day 1.

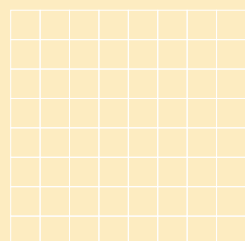
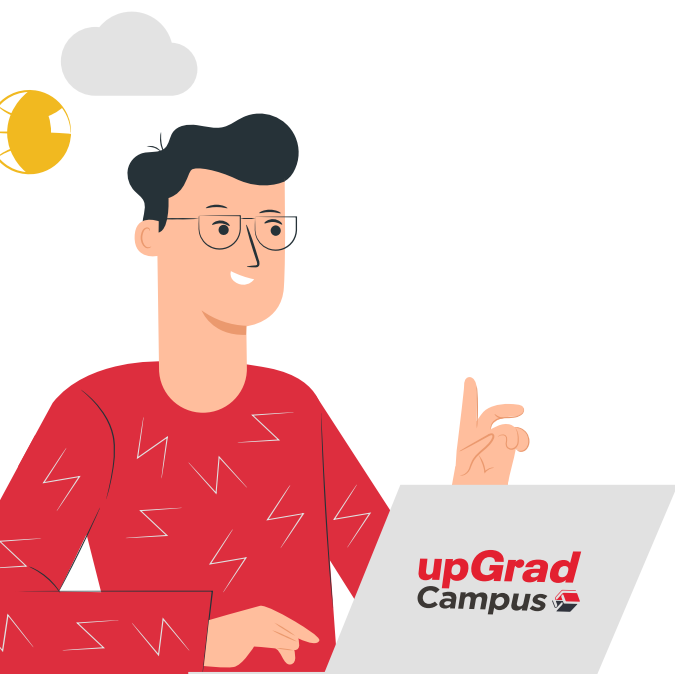
Earn monthly stipends even as you train to become an Insurance Sales professional.

## Guaranteed Job at Tata AIA Life.

Join Tata AIA Life once you complete your training successfully.

## Certification

Get a Certification from Tata AIA and upGrad Campus on successful program completion.



# Course Structure

01

## Online Classes

3 months of online lectures conducted by Industry experts.

02

## Internship Time

Get 3 months of Internship experience at Tata AIA Life

03

## Train on Job

Train on job for 6 months and put your practical skills to the test

04

## Full-time Job Guarantee

Get converted directly into a Full-time position at Tata AIA Life.

# Course Curriculum Month - 1

## 01

### IC-38 an Overview

- Introduction to Insurance
- Customer Service
- Legal Aspects of an Insurance Contracts
- Pricing and Valuation in Life Insurance
- Payments under Life Insurance Policy

## 02

### Life Insurance Products

- Introduction to Life Insurance
- Traditional Plans
- Annuity
- Riders
- Tata AIA Life Products
- Products Sales Pitch

## 03

### Managerial Effectiveness

- Proficiency in Speaking
- Written Communication
- Self Management
- Customer Management
- Campus to Corporate
- Tata AIA Vision
- Working in teams





# Course Curriculum Month - 2

01

## Life Insurance Products II

- Overview of Share Markets
- ULIP Charges and Deductions
- Investment Funds
- Health Plans
- Tata AIA's ULIPs and Health Plans
- Product Sales Pitch
- Need for Combo Plan

02

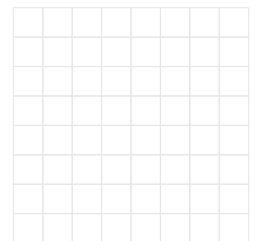
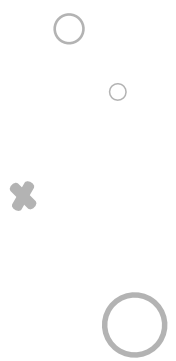
## Life Insurance Distribution Channels

- Distribution Channels in Life Insurance Industry
- Banking Industry
- Bancassurance Model
- Bancassurance Sales Team
- Lead Generation Activities
- Banca Channel - Support Functions
- Regulations Revisit of IC-38 Corporate Agency
- Overview of Agency Channel
- Overview of Direct Channel

03

## Financial Markets and Taxation

- Time value of Money
- Calculating Rate of Returns
- Overview of Financial Markets



# 04

## Life Insurance Sales Process

- Introduction to Sales Process
- Prospecting and Appointment
- Meeting and Fact Finding
- Arriving at Solutions
- Sales Benefit Illustration
- Objection Handling
- Closing and Referrals
- Business Insurance
- E-Platform



# Course Curriculum Month – 3

## 01 Digital Login to Conversion Process

- Outline the log-in to conversion process
- E-insurance account overview
- Policy Servicing

## 02 Life Insurance Underwriting and Claims

- Underwriting and Form filling
- Underwriting Grievance Redressal Mechanism
- Claims

## 03 Customer Segmentation and Profiling, Product Mapping and Competitor Analysis

- Customer Segmentation and Profiling
- Competitor Analysis

## 04 Tata AIA Life Product Presentations

- Product Presentation



## Program Details

Course starts

Please refer to the website  
for program start dates

Fee structure

₹25,000/-

Duration

3 Months

Program hours

250+ Learning hours

For admissions, contact

1800 210 7070

[admissions.campus@upgrad.com](mailto:admissions.campus@upgrad.com)

**upGrad**  
**Campus** 

