



## **EXPERIENCE OF SELLING INSURANCE**

**<sup>1</sup>AYUSHI BHATIA**

<sup>1</sup>B.Com (Hons.) (Accounting & Finance)  
School of Management Sciences, Apeejay Stya University

**<sup>2</sup>Prof. (Dr.) S.K. ROY**

<sup>2</sup>Professor & Dean Apeejay Stya University

*Ch.Id:-ASU/GRF/EB/MILO/2022/Ch-05*

*DOI: <https://doi.org/10.52458/9789391842826.2022.eb.grf.asu.ch-05>*

## **ABSTRACT**

*Insplore is a dynamic organization that works on smart working and also seeks to provide adequate opportunities for the people who are working with them. Insplore consultants mostly work on custom customer care and provide advice on financial help. The company works in the various fields like*

- *Portfolio management*
- *Financial analysis*
- *Recruitment*
- *Internship Program*
- *Professional skill development*

*The company involves various activities like trips in India and abroad, fun activities at the workplace, and even social events*

## **INTRODUCTION**

Innovated in 2018 with the thing of providing the best wealth management advice through the honest financial solution as well as inspiring the candidates to explore job opportunities across the various industrial sector. Throughout the year awarding ceremony for the best employees so they can motivate work more enthusiastically and also provides an opportunity to interact and socialize with other employees and other colleagues across India. I Bcom Hons ACCA student worked at Insplore consultants for two months as an intern and learned many things that I will be sharing in this article.

## **PURPOSE AND LEARNING**

My sole purpose in doing this internship was to learn more about management life and have experience working in a corporate world and how to handle a given task. The internship aimed at guiding me on how to handle different customers and interact with them and tell them about a product in such a way that they find it interesting.

Our company's main motive was to become the most trusted financial advisor as well as the most valuable recruitment service provider. After completing my two months I learned that in this department I have to face many rejections but they will always be the right solution.

## **MY PROJECT**

I was given the task of sales in insurance that is called 'India first life Maha Jeevan Plus Plan' inverted, close under the guidance of my manager Mr. Harsh Yadav. In the training period of two weeks, we were explain the various things like

- About the office rules and regulations
- About the stipend and incentives
- How to deal with different types of customers
- Introduction of a product that was a life insurance plan by the bank of Baroda.

After the training period Ended I started contacting people I know to tell them about the insurance plan and made many phone calls so that I could convince them but ended sales.

So to contact more people I use my social media but still no when was interested in buying a product. I started my internship in

finance and marketing but all interns were transferred to the sales department however my work was somehow limited to the sell and calling section. Our main task was to attract customers by telling them about our product.

## **RESULTS**

As we all were part of this we were given the task to achieve a particular number of sales and no one had any idea about corporate life and started helping each other so we all together can go through the task easily. During a two months internship we have a lot of interaction sessions with the managers and sometimes even with the head of the company Mr. Himalaya, after the session, we felt closer as if we were here for so many years.

Dealing with real corporate life gave us many good opportunities to learn and face the real world out there. The company is training specialists include:-

- Technical training specialist
- Form high school teachers
- University lecturers

We had the aim of providing training solutions to clients to ensure that RPAS operations were effectively and seamlessly integrated.