



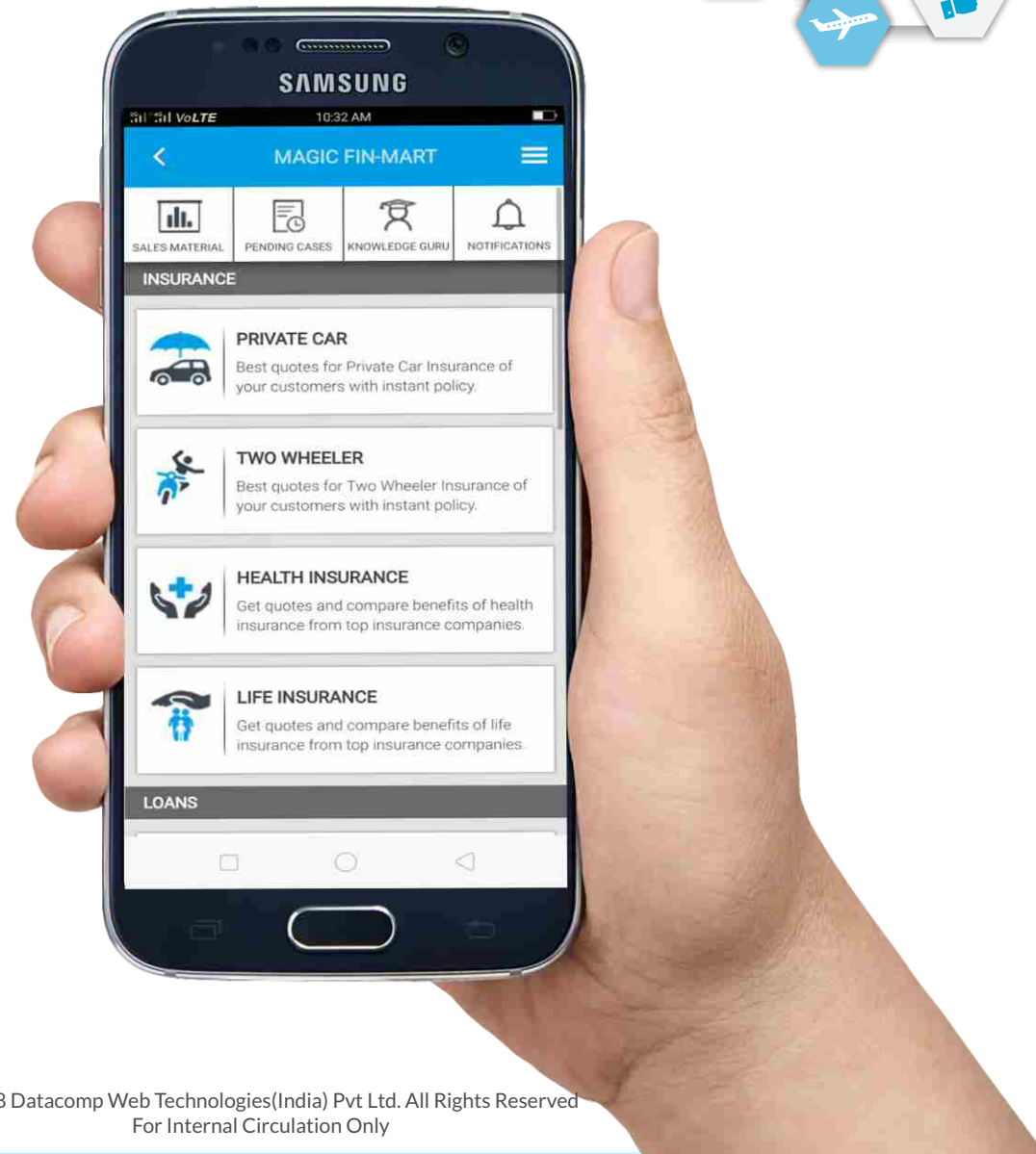
HOW TO USE MAGIC FINMART TO INCREASE YOUR LIC BUSNIESS

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WELCOME TO MAGIC FINMART

Magic Finmart is a platform that offers multiple products from multiple partners with full digital transaction capability. However if you think this is something you can only use when you want to sell a new product to a new customer, you are mistaken. Magic Finmart can help you acquire more customers for your core LIC business. Let us show you how.



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KNOW YOUR STRENGTH

As compared to consultants / provider of any other financial services, you as LIC agents clearly have an edge because of your strong & long term relationship with your customers.

“Life Insurance locks the customers to you for many years whereas any other relationship such as Loans, credit cards, general insurance are only transactional in nature”





OUR OBJECTIVE

At Magic Finmart we strive to enable your business. Our Top Priority is to make you more productive – more customers, more sales and consequently more earnings.
Let's show you how!





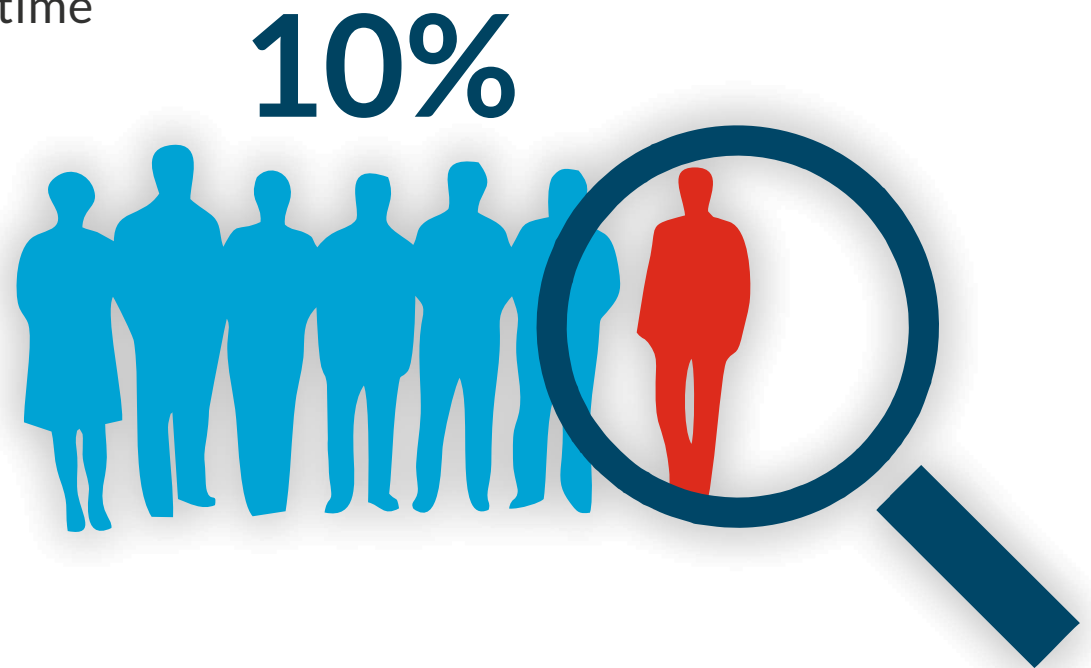
YOUR CURRENT SALES PYRAMID





PROSPECT TO CLOSURE RATIO

You are currently able to sell to only 1 in 10 customers. The other 9 do not buy for a variety of reasons. Could be lack of trust, no current need, budgetary issues etc These calls cost you time energy and money without giving any returns

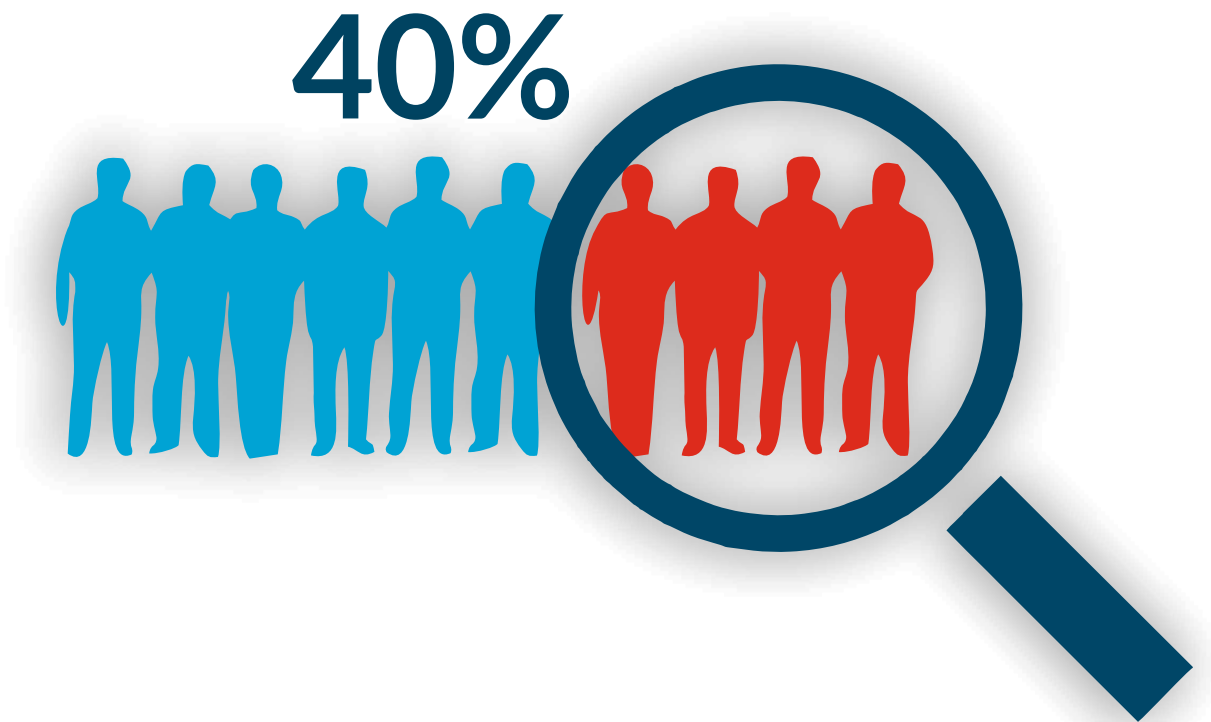


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WHAT IF WE MOVE THE 10% TO 40 %

What if you are able to move the 10% conversion to 40% conversion, what would it mean for you in terms of sales, income etc



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FIVE PRODUCTS THAT CAN MAKE YOUR LIFE SALES TO SKY ROCKET



Balance Transfer



Two Wheeler Insurance



Car Insurance



Health Insurance



Term Life



FIVE ELEMENTS STRATEGY

Use Finmart Solutions to enhance your conversion rate by:



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ELEMENT-1



Balance Transfer

Use the Balance Transfer tool to gain the customers trust. By using this tool you can prove to the customer whether the interest rate he is currently paying on his home loan is correct or not.

Lets demonstrate how to use this tool.

If he is paying more you create immediate trust by saving him money. If the saving is substantial you can immediately convert it into sale

If the saving is not substantial you have still established trust by proving to the customer that you are reliable and have the customers interest at heart



ELEMENT-2



Two Wheeler Insurance

Every house has a two wheeler maybe two. If industry statistic is anything to go by 70% of these are uninsured.

On every call ask whether the customers two wheeler is uninsured.

If so offer to immediately rectify the situation by issuing the policy.

This will establish two things-

- One you are able to provide something no one bothered to provide
- Two your approach is not to only sell but to also ensure the customers interest is protected at all times



ELEMENT-3



Term Insurance Cover

When financial planning for customers offer Term Insurance Cover from three of India's top Private Life Insurers – HDFC Life, ICICI Prudential & Tata AIA

Create a combination with one of LIC's investment products to create enhanced risk cover for a fraction of the total outlay you will be able to offer the customer some serious protection



ELEMENT-4



PA Cover

You offer PA riders to enhance risk cover for customers. These have some disadvantages for eg you cannot offer risk cover more than the basic sum insured

Offer to bundle a PA policy from a General Insurer. This will enable you to offer higher covers in multiples of your investment Sum Insured for a fraction of the price. In addition you will be able to offer additional protection like disability cover, hospitalization expense in case of accident, weekly compensation etc

Lastly you can use this product to start a relationship with the customer in case the customer is not buying your investment product at the moment. This will cover the cost of your call in the worst case.

Lastly the PA policy renewals in the years to come will pay you a higher commission when compared to the commission payable on riders



ELEMENT-5

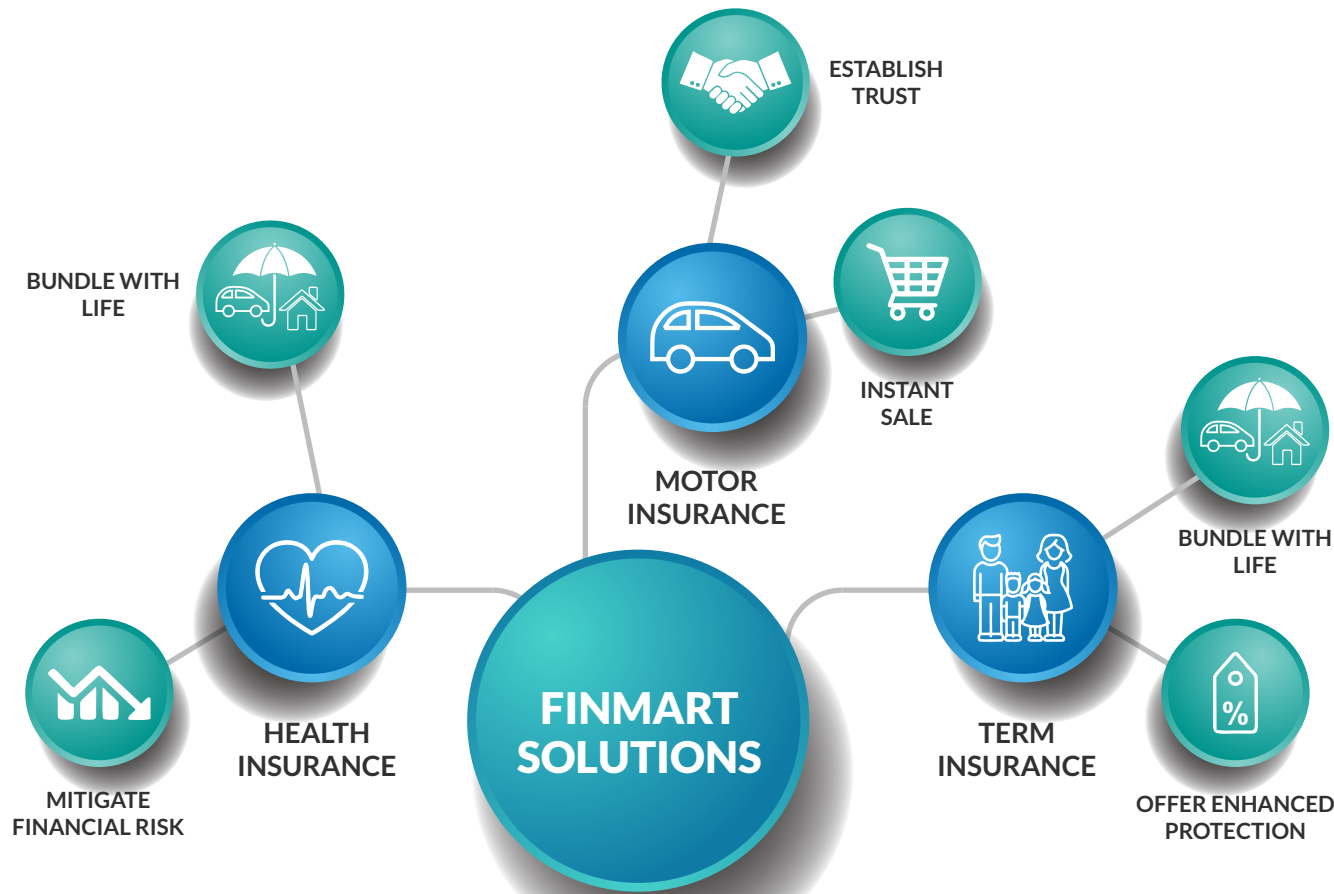


Double your Sum Insured

As a Finmart Partner we bring you a unique offering from one of our partners Liberty General Insurance

Double your health insurance sum insured for Rs 700 only*

You can avail of this offer yourself and also offer this to 5 of your top customers to oblige them and take your relationship to the next level



Use Term / Health / Motor Insurance Products to establish trust, increase efficiency, fulfill an immediate customer need or offer enhanced protection



THANK YOU

Please get in touch with your Relationship Manager to know More

Attend our Webex & Classroom Training Sessions to Learn how to Exploit these Offerings

Sell More – Earn More is a Finmart Promise. Use it to the Maximum

Happy Selling 😊