



25 Sessions Training
Program on Agents
ACTIVIZATION

Based on The
PRANDATA
MODEL

By Rajesh Tagore



PRANDATA

- **PLANNING**
- **RECRUITMENT**
- **ACTIVIZATION**
- **NURTURING**
- **DAVELOPMENT**
- **ADMINISTRATION**
- **TRAINING**
- **ACTION**

Every Monday Evening Starting 16th August 2021 for 25 Weeks

English Session

- At 6.00pm
- To 7.15pm

Hindi Session

- At 8.00pm
- To 9.15pm

PRANDATA

- PRANDATA is an exclusive training program about activization of agents.
- Based on the book **“When How and Whom not to Recruit as Insurance Advisor”** written by Rajesh Tagore



Before seeing, answer the following

- Your name, age & mobile
- Present Occupation
- Dream car
- Dream international vacation
- Dream home
- Dream monthly income
- Dream pension

Rajesh Tagore addressing the MDRT agents

MDRT AGENCY INFORMATION KIT

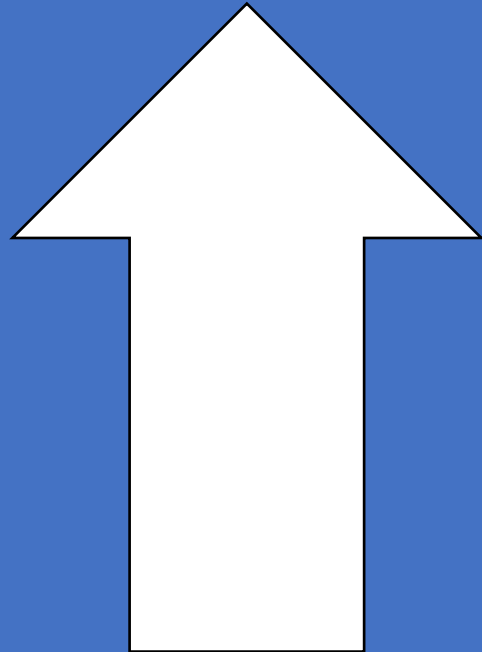
This program should be attended only after attending the Agent Recruitment Master Tool Kit Training Program

Session 1- content



1. INTRODUCTION
2. Moving in the Right direction for building an Organization
3. What not to do
4. The paradigms of Agency Managers
5. The professional AMS
6. What to look for
7. Building the culture

Session 2- content



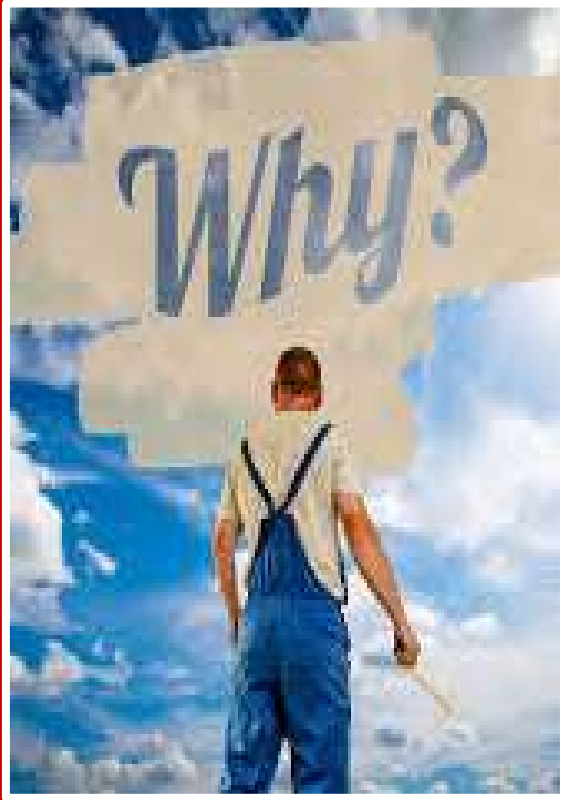
1. Your Feedback in this 30 days. journey
2. **Your Homework**
3. Register and its purpose
4. **Have you started writing their dreams in the register**
5. My story as an LIC agent
6. **What should you avoid**
7. Convert their dreams into daily actionable goals
8. **Put it in a daily new calls language**
9. Connect it to lifestyle presentation
10. **Create a daily reporting system**

Session 3- content



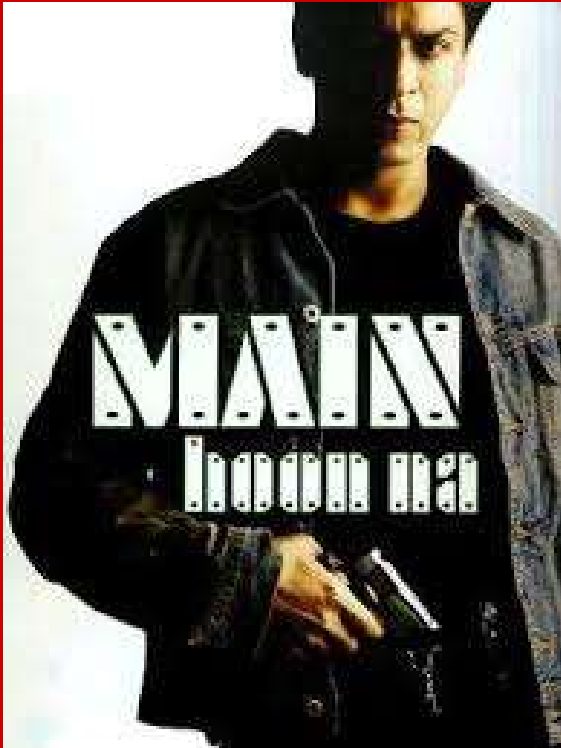
1. Your Feedback on what is happening
2. Your questions if any
3. Passing the IRDA exam
4. No. 1 rule of Installation
5. Making the Agent competent
6. 4 Basics of installation
 1. Specify their job from day 1
 2. Manage expectations
 3. Evaluate the Competency of the agent
 4. Have a success Plan

Session 4- content



1. Giving the “why” to agents
2. **Traps of Recruiters**
3. Introduction to the 25 Traps
4. **Trap No. 1**
5. 3 kinds of Approaches
6. **Your Organizational Daily Work Target**

Session 5- content



1. Mai hu na (Don't worry I am here)
2. Trap No. 2
3. Rejectable and Receivable Approach
4. Expect imperfection in the beginning and
5. Be accommodative

Session 6- content



1. Joining the Club
2. Developing Dependence
3. **13 steps of Activization**
4. **1st: Job briefing session**
5. **2nd : Goal setting for agents**
6. **3rd: Defining Full time and Part time**

Session 7- content



1. **Trap 4: Sitting in the Office**
2. **Time wasters in branch**
3. **Step 4-6 of Activization**
4. **Revisiting the goals again**
5. **CLEARING THE EXAM**
6. **Basic Business Training**
7. **Business tool kit**

Session 8- content



1. **Trap 5: Avoiding the Daily education Lifeline**
2. **C.E.P.**
3. **Step 7-10 of Activization**
4. **Year-long training schedule**
5. **Performance Appraisal system for agents**
6. **Growth plan for 3 years for every agent**
7. **Agent Business generation strategy**

Session 9- content



- **Trap 6: Judgement trap**
- **Trap 7: List trap**
- **Step 11-13 of Activization**
- **Educating agents about the 3 kinds of Approach**
- **5 decisions of an Agent**
- **Don't motivate the agent**
- **Plug him into the Daily Reporting cum Educational Action Mechanism (DREAM)**

Session 10- content

- **Trap 8: Advertising and publicity trap**
- **Plug him into the (DREAM)**
- **First 3 of 11 Enemies of Activation**
 1. **Casual briefing about the IRDA license exam**
 2. **DESPERATION towards PASSING IRDA exam.**
 3. **Not knowing the goal of the agent is the 3rd enemy of activation**



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LIC
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सुखी जीवित जीवने
एक निश्चिंत परिवार के लिए

The advertisement features a central illustration of a man in a blue suit and red tie, pointing towards the viewer. The background is a bright yellow sunburst. The LIC logo is in the top right corner, and the tagline is in Hindi below it. The text is arranged in a clear, hierarchical manner, with the main headline at the top, the earning potential in a red banner, and four key benefits in circular icons around the central figure.

Session 11- content



- 1. Trap 9: Silence trap**
- 2. Enemies 4-6 of 11 of Activization**
- 3. 4-Lack of job briefing**
- 4. 5- Daily work clarification is the 5th enemy of activation**
- 5. 6- Create a prospect list- Education, training and practice**
- 6. A brief about the year-long Agents Training program of 52 weeks**

Session 12- content



- **Trap 10: Unrealistic Expectation trap**
- **Recruitment demands 3 exclusive investments from you**
 1. Exclusive time investment
 2. Exclusive Effort investment
 3. Exclusive Money investment
- **7-9 of 11 Enemies of Activization**
 - 7.- **Not providing Direction and training to agents**
 - 8.- Ready Reckoner culture and mindset creation.
 - 9.- **Absence of an action plan**

Session 13- content



- **Trap 11: Advise seeking trap**
- **Trap 12: Recruitment trap**
- **10th Enemy of Activization**
- **Not Supplying tools**
- **Q&A Session**

Session 14- content



- **Trap 13: Reference seeking trap**
- **Trap 14: Over Analysis trap (too much thinking)**
- **6 levels of Recruiters**
- **New Strategy for turnaround (Read 2 books a month) 1 for self 1 for team-**
- **11th Enemy of Activization**
- **Providing the Start up kit**
- **Plan 12 events with your team for the year now**

Session 15- content



- **Trap 15: Management trap**
- **Enemy 10: Tools and material**
- **Last enemy: Business kit**
- **Nurture your agents**
- **Your agents' ideal goal**
 - 1. Monitor our agents**
 - 2. Give business call lessons**
 - 3. Give Appointment taking lessons**
 - 4. Push them to do one or two meetings everyday**
 - 5. Tell them to report to you**

Session 16- content

- **Trap 16: Leadership trap**
- **NURTURING the agent**
- **Feed**
- **Care**
- **Support**
- **Protect**



Session 17- content



1. **Trap 17: Motivation trap**
2. **Nurturing Continued in terms of discussion about**
 1. **Feeding,**
 2. **Caring**
 3. **Supporting**
 4. **Protecting**
3. **Attitudinal changes required for Nurturing**
4. **Demand more from self**
5. **Wearing the hat of a coach**
6. **Demand more from others**

Session 18- content



- **Trap 18: I know everything trap**
- **DEVELOPMENT**
- **It's a continuous process**
- **Basic Development**
- **Advanced Development**

Personal Development

Professional Development

Individual Development,

Organizational Development

Session 19- content

- **Trap 19: Employee mind-set trap**
- **Development Continued**
- **Professional Development**
- **Individual Development**
- **Organizational Development**



Session 20- content

- **Trap 20- Dependence trap**
- **Lets Maximize this March**
- **Talk to all your agents with a strategy**
- **Follow up with all your agents every day this month**
- **Understand what do you need to do for business to happen**
- **Conduct zoom meetings for 40 minutes every day**
- **Share success stories with your agents push them to do more calls and more follow ups**
- **Think long term**



Session 21- content



1. **Trap 21: Social media trap**
2. **Administration**
3. **Agent Management**
4. **The need for agency management**
5. **What would happen to your agents if left alone**
6. **Agency Management lesson No. 1 and 2**
7. **DREAM Karo**
8. **WARM Karo**

Session 22- content



- **Trap 22: Seminar trap**
- **Administration continued**
- **Prem Karo**
- **Aram Karo**
- **Business Education Library**
- **Performance Message culture**
- **Top Agent's office tour**
- **Group Business Activities**

Session 23- content

- **Trap 23: Blame trap**
- **Training**
- **What is the Purpose of training and what I not**
- **Training Need analysis**
- **4 Periods of an Agent**
- **Training self**
- **3 kinds of Training programs**



Session 24- content

- **Trap 24: Minimum standards briefing trap**
- **ACTION**
- **Checking your action levels**
- **Predicting yourself**
- **Taking action as per plan**
- **On all PRANDATA steps**



Session 25- content



- **Trap 25: Part time agency proposal trap**
- **Trap 9: Silence trap**
- **11 Enemies of Activization**
 - 1. Casual briefing about the IRDA license exam**
 - 2. DESPERATION towards PASSING IRDA exam.**
 - 3. Not knowing the goal of the agent is the 3rd enemy of activation**

This program will not have

PDF Material availability

Or Live broadcast on



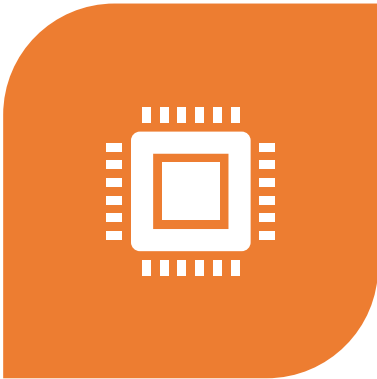
In this training program It is Mandatory to be in a

Formal attire

Keep Videos on always



Course Fee



RS. 29,500/-



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