



LIC

भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

LIC AGENCY

for Life Long Income to YOU & Your Family

WHY

LIC AGENCY

WHAT ARE THE USES ??

• No Bossism

– You are the BOSS
to yourself



– You need not work under
anybody. You are a free bird.





- **No Capital required**
 - **Requirements are**
 - A smile
 - A few good words
 - A little physical work &
 - A strong thrust for earning

• Self-Employment

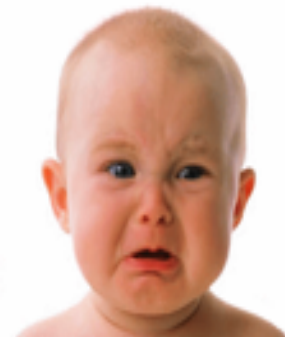
- No retirement.
- No Golden shake hand.
- Life long work.
- High net worth people always like to be self-employed



- **Highly Potential:**

- **Population growth of India is 2 crores per annum.**

- **We produce one AUSTRALIA every year.**

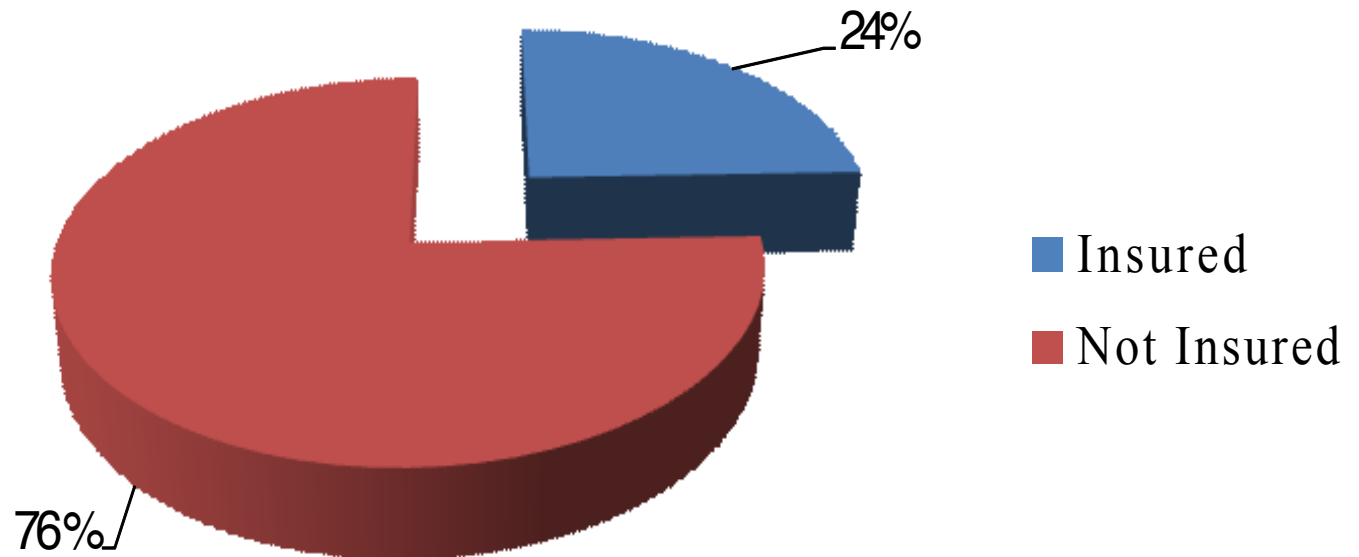


In India only 24% of Insurable Population is insured till date.

Remaining 76% of Insurable population is yet to be insured.

There is a huge untapped market to explore.

Insurable Population



- **Increasing Population,**
- **Increasing Insurance needs,**
- **Continuous launching of New Life Insurance policies**

have been increasing Life Insurance SALES every year in India.



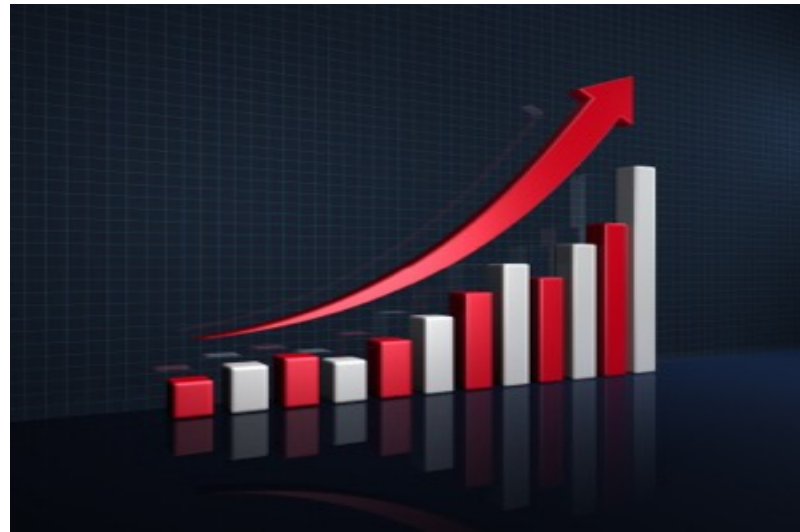
- **Work according to your own TIMINGS**

- Great opportunity to manage your free time



- Part time agents are most successful agents





- **Unlimited INCOME**
 - You can decide your own income
 - Regular Cash Flow

Unlimited Earning Opportunities:



LIC's **Insurance Agency** is the *Highest Paid Profession* in the World.....



Commission Rates

The Agent will get the following
Commission Rates:

- 25% of 1st year premium with 10% Bonus Commission.
- 7.5% of 2nd & 3rd year premium.
- 5% from 4th year to end of the policy term.

Every time a Policyholder pays his Installment Premium,
the Agent receives his Commission.





THAT MEANS

YEAR	PREMIUM	%	COMMISSION
1 st	10,000	35%	3,500
2 nd	10,000	7.5%	750
3 rd	10,000	7.5%	750
4 th	10,000	5%	500
5 th	10,000	5%	500
6 th	10,000	5%	500
7 th	10,000	5%	500
8 th	10,000	5%	500
9 th	10,000	5%	500
10 th	10,000	5%	500
11 th	10,000	5%	500
12 th	10,000	5%	500
13 th	10,000	5%	500
14 th	10,000	5%	500
15 th	10,000	5%	500
16 th	10,000	5%	500
17 th	10,000	5%	500
18 th	10,000	5%	500
19 th	10,000	5%	500
20 th	10,000	5%	500
	<u>2,00,000</u>		Total Commission on 1 Policy <u>13,500</u>



Magic of Renewal Commissions

CASH JUST FLOWS



Business	Premium	Year	1	2	3	4	5	6	7	8	9	10	
1	500,000	1	1,75,000	37,500	37,500	25,000	25,000	25,000	25,000	25,000	25,000	25,000	
2	1,000,000	2		3,50,000	75,000	75,000	50,000	50,000	50,000	50,000	50,000	50,000	
3	1,500,000	3			5,25,000	1,12,500	1,12,500	75,000	75,000	75,000	75,000	75,000	
4	2,000,000	4				7,00,000	1,50,000	1,50,000	1,00,000	1,00,000	1,00,000	1,00,000	
5	2,500,000	5					8,75,000	1,87,500	1,87,500	1,25,000	1,25,000	1,25,000	
6	3,000,000	6						1050000	225000	225000	150000	150000	
7	3,500,000	7							1225000	262500	262500	175000	
8	4,000,000	8								1400000	300000	300000	
9	4,500,000	9									1575000	337500	
10	5,000,000	10										17,50,000	
Commission earned at the													
end of each year			175000	387500	637500	912500	1212500	1537500	1887500	2262500	2662500	3087500	

Total Premium Collection - 2,75,00,000
 Total Renewal commission@5% will be 13,75,000 P.A.
 Recurring Consistent Income 1,14,583 P.M.

SOURCE
Business standard
24-09-2001.

- **LIC Agency is a Social Service & Nation building activity**
 - LIC has invested
Rs. 13,51,000 Crores
in our Nation building
activities from
1956 to 2012.



Own Pension:

- If LIC agent works for 5 years,
- As long as his policyholders pay renewal premiums,
- He.... Later his Family Members will receive the renewal commission. **(ERC & HRC)**



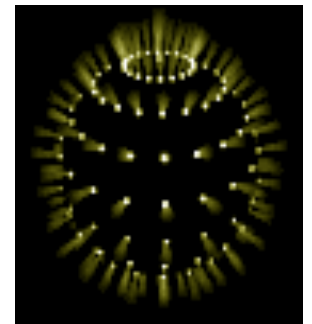
• Social Status

- LIC agency gives a good recognition in the society.
- Adding “LIC” to your Vehicle or to your Visiting Card will give a status

- **No boundaries to do business**

Any where in our

- **Country,**
- **World,**
- **Universe.**



- **Professionalism**

- **Like any other**

- Financial,

- Legal,

- Accountancy,

- Health consultants,

- **LIC agent is an**

- Insurance consultant**



- **Recognition –**
 - B.M. club membership
 - D.M. club membership
 - Z.M. club membership
 - C.M. club membership
 - M.D.R.T.
 - Corporate club membership

• Benefits to Club Members –

– Car or Motorcycle



– Housing Loan



– Office allowance



– Computer



– Furniture



– Marriage advance



– Flight journey

– & so many benefits.

• Bright Career

- Agent →
- Dev. Officer →
- Branch Manager →
- S.D.M. →
- Zonal Manager →
- Chairman



- **Regular Training to meet the changes in the market**

- Branch level Training
- Specialised Training at Sales Training Centers



- Inner talents will be recognised and developed
 - Specialisation in selling HFL, PF business
 - Celebrity Marketing
 - Child & Female Insurance
 - Income Tax savings



- **Public Relations can be developed**
 - Many of our LIC Agents have become Local Leaders, MLAs, MPs

- **Excellent Job satisfaction**

- When the dependent of a customer receives claim money from LIC

- **100% white money**
 - **All the Commission is taxable income.**
 - **Agents submit I.T. returns every year**
 - **Income Tax will be deducted at source.**



JOB profile of LIC agent :-

- **Out Going:** Loving to go out & meet People.
- **Plan Presentation:** Suggesting suitable **PLANS** that fulfill the **NEEDS** of the Prospect.
- **Closing the Sale:** Convincing the Prospect that you have suggested the best possible solution for his Need & ask for the Order.
- **After Sales Service:** Provide efficient after sales service and claims settlement.

- **NOT necessary:-**
- **LIC Agent need not be a highly talkative.**
- **LIC Agent need not be a highly qualified.**
- **LIC Agent need not be a highly intelligent.**
- **LIC Agent need not have rich back ground.**
- **LIC Agent need not have cast back ground.**





- **Any Indian....**

➤ **who**

- **completed 18 years age...**

- **completed 10th Class....**

can take “LIC AGENCY”



- **SUCCESS formula for LIC Agents:-**
- Prepare a List of your Friends & Relatives. The list is called “Prospective List.”
- It is good if you prepare very big List.
- Inform all the persons in that List, as You have taken LIC Agency & You will meet them shortly.
- If you could get policies from 2 out of 10 persons in the list..., You will become a Top Agent.
- No body will give a policy as soon as you ask them. Somebody may take policy immediately, somebody after a month or year or later.



- **SUCCESS** formula for LIC Agents:-
- **Daily...** meet 4 persons, who are well known to you, explain them LIC policies, & ask them to take a policy.
- **Daily...** get acquainted with 4 new persons. Collect references (address) from your Friends, Relatives & Customers.



Ask these people....



Ritu Nanda



Dipti Bhatnagar



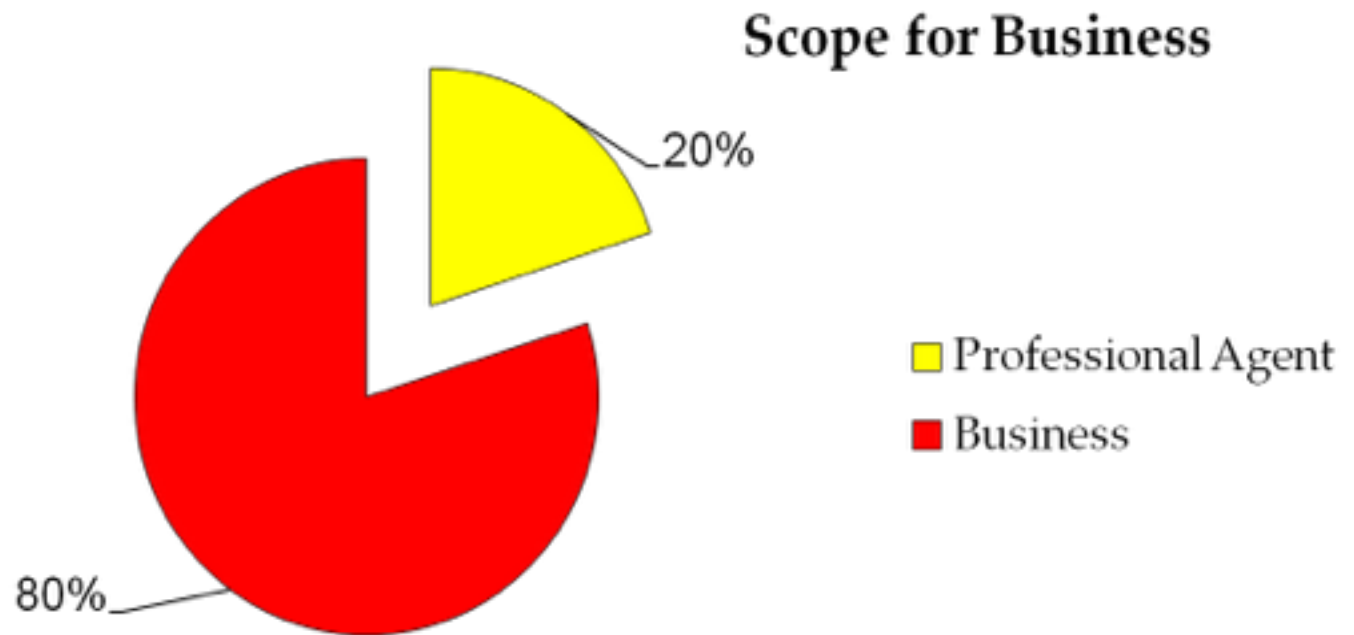
**Abhishek
Bachhan**



Ragini Yadav

Only 20% of total agency force are working in a Professional Capacity. These 20% agents bring for more than 80% of total Life Insurance Business.

Be “One” among the “Professionals” and earn your fortune.



COMPARISION....

Employee	LIC Agent
Salary	Commission
Pension (contributory)	Renewal + Pension
Gratuity	Gratuity
L. T. C.	L. T. C.
2 Wheeler Loan	4 Wheeler (Car) Advance
Office Allowance ×	Office Allowance
Housing Loan	Housing Loan
Festival Advance	Festival Advance
Medicclaim	Medicclaim
Telephone Facility	Telephone Facility
10am-6pm OFFICE JOB	OWN BOSS

COMPARISION....

Profession	Degree	Investment	Time	Workplace
Doctor	✓	✓	✓	✓
C.A.	✓	✓	✓	✓
Lawyer	✓	✓	✓	✓
Engineer	✓	✓	✓	✓
LIC Agent	X	X	X	X

Time : Money

√	X	10%	- Retired & Unemployed
X	√	5%	- Professionals
X	X	80%	- Salaried People
√	√	5%	- Agents

Documents required:-

4 Passport size color photographs



Educational Proof :-

1. **SSC / 10th Class Mark sheet / Certificate**
2. **Intermediate Certificate (for Giddalur Town)**



Age Proof :- (Any One)

1. **S.S.C. Marks Sheet**
2. **Any T.C.**
3. **Passport**



Address Proof :- (Any One)

1. **Aadhar Card**
2. **Passport**
3. **Voter ID**
4. **Ration Card**
5. **Driving License**
6. **Bank Statement**



later... PAN Card & BANK a/c

Join as an

LIC AGENT

&

Get a **GOLDEN** future



- If **“Dhana Lakshmi”** knocks at your door, do you welcome her or not ?



- **She/Agency will give you:**

- Name
- Fame
- Money
- Satisfaction
- Confidence

