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## Selling Insurance (Paperback)

By MR Mohammed Sadullah Khan

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This is an excellent book on Selling insurance providing the real life perspective on insurance selling written in a simple and practical language. The author has more than 29 years of experience in the field and is highly qualified. The book is a reflection of practical experience, professional education and academic exposure. This book is suitable for a wide range of audiences from high school students to insurance experts. This will also be useful to the sellers of other financial and non-financial services. It is useful for those who are pursuing professional insurance qualifications; it can also aid the insurers, brokers, agents, loss adjusters, regulators, and buyers of insurance. It covers all the important aspect needed to sell insurance including servicing the customer, the customer relationship management, communication, understanding soft skills, marketing mix, legal aspects and principles of insurance, information technology in selling, intermediaries, consumer protection, fraud in insurance and insurance products.



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