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Original Article

A Comparative Study Between Advertising and Salesmanship on the Effect of Selling Life Insurance Products with Reference to LIC of India Thrissur Region

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Abstract

Insurance is a contract, represented by a policy, in which an individual or entity receives financial protection or reimbursement against losses from an insurance company. The company pools client's risk to makes payments more affordable for the insured. Advertisements are the index of our society. In the case of Insurance, advertisements have a direct impact on the profit of the company, because it is through the advertisements, general public gets information about the new policies and products of insurance. At the same time, salesmanship is also an essential tool in marketing the products of an insurance company. Because salesmanship helps the insurance companies to persuade and assist a prospective customer to buy their product. This paper makes an attempt to study and compare the effect of both personnel selling and advertisement in selling life insurance products.

Keywords: Advertising; Salesmanship.

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