



How *sharp sell* helped increase prospecting visibility by 6 times while reducing content costs by 90% at Kotak Life Insurance



THE CONTEXT

Only 3% of India's population has insurance coverage because of a clear lack of awareness on the need for life insurance.

This makes engaging and convincing potential customers a major challenge for insurance agents, because of which an average agent sells less than 3 policies per year. In light of this, Kotak Life Insurance (KLI), one of India's largest insurance companies, was looking to equip field sales agents with tools to enhance their productivity.

THE PROBLEM

KLI agents were required to master dozens of insurance products and suggest the right product based on needs. The complexity was making it difficult for agents to be effective in their conversations with customers.

The standard sales content created by centralized product and marketing teams did not engage buyers or address their specific needs, thus dimming return on investment.

The need of the hour was to help agents at every step in the sales process with personalized content for each prospect, sales pitches and dynamic presentations to drive more sales.

THE SOLUTION

sharpsell is built ground-up to solve this and many more real-world problems faced by thousands of distributed sales agents.

sharpsell's context specific, 100% personalized AI powered virtual sales coaching including personalized sales collateral, like illustrations and video. Along with need-based product recommendations, this gave KLI's sales agents the superpower to elevate their game.



✧ **1200+ personalized bite-sized collateral**

To help agents engage and nurture potential customers. Agents get easy access to in-built industry specific content libraries that are 100% customizable.

✧ **Sales pitch and information at fingertips**

To ensure agents can have great buyer conversations and handle objections without worrying about memorizing the benefits of dozens of insurance products. **"Poster of the Day"** is shared every day to help agents engage and nurture potential customers.

✧ **Need-based product recommendations with customized product illustrations**

To help agents suggest the right product as per buyer specific needs, and share on the fly with prospects in less than a minute.

✧ **Offline capability**

To let agents focus on sales conversations without worrying about the internet connectivity.



RESULTS

Kotak Life Insurance has deployed *sharpsell* for its entire field salesforce with a clear objective of equipping them to sell more, and has achieved some incredible results since.

6.2mn

sales conversations per year

10,000+

agents use *sharpsell* every week

6x

increase in prospecting visibility

90%

reduction in collateral costs

TESTIMONIALS

“

Superb work...it has all that a person sitting before the prospect can think of, marvellous piece... in my close to 20 years of life insurance experience I have never seen a software like this which is so user friendly & innovative...hats off to its makers & project head.”

Rahul Dixit

(user) via Google Play store

“

sharpsell is a powerful tool that the field sales force and the advisors have been using for quite a few years now. It helps to bridge the gaps between us and the consumers. It helps to generate leads, pitch customized solutions and engage with the customers in a way the customer looks forward to. In fact, I can say this, much before Covid, because of *sharpsell*, our people have become digitally savvy. This has helped them to make life easy for them when they could not meet people during the Covid times.”

Subhasis Ghosh,

President at Kotak Life Insurance.