Drop Box 6

[Author Name]

[Institutional Affiliation(s)]

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Insurance is an agreement between the insurers and the insured, that is designed to meet the requirements of the insurers. Insurance policies can be of several types such as health insurance policy, life insurance policy and car insurance policy, etc. Every policy is different from others and the banks or companies that offer insurance policies are also different. To gain maximum profit it is necessary to market the insurance policies and its features. This will help in grasping the customer’s attention and they will consider taking insurance policy.

The two best mediums to market the insurance policy is to consider personal selling and online platforms. Generally, insurance policy contains several terms and conditions and therefore personal selling will help in ensuring that people have full knowledge of all the terms and conditions of the services. As insurance agreements are contracts of adhesion, people are more concerned to select a policy that would benefit them when they need it the most. Salespersons can help in selling the policy as they have direct interaction with the customer and can address any queries and concerns that a customer may have. They can also empathize with the customers that could aid in building trust that will help in selling the policy. Another medium that can be used to sell the insurance policies is by utilizing an online platform (Kotler & Armstrong, 2010). A website that contains all the information regarding different types of policies with detailed comparison can help a lot in grasping customer’s attention.

Several websites are available that sell insurance policies. These websites build a competitive environment as customers have various options to choose from. As every company offers different insurance packages, customers can scroll through different websites and can select the package that suits them the most. A secure, and mobile-friendly website will help a lot in attracting customers (Nicoletti, 2016). However, to gain its benefits, the companies must explain their terms and conditions openly to avoid ambiguities.

**References**

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