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## 摘 要

近几十年来，我国金融行业飞速发展，随之带动了整个保险行业的巨大变革。传统保险行业的营销模式已经不再适用于现在保险行业的发展了，强有力的需求市场正在向保险行业打开一个崭新的大门。为了更好掌握好保险行业的需求市场就需要对整个营销模式进行调整和创新，拉动保险业的经济增长势在必得。如何尽快的适应客户需求市场，加快转变保险行业的营销模式就成为了重点研究的问题之一。

本文对沈阳市平安人寿基于客户需求的营销模式进行研究和分析，主要分为以下几个方面内容：第一部分是探究沈阳市平安人寿基于客户需求的营销模式现状，主要从目前公司营销渠道和营销人员方面进行分析；第二部分探究的沈阳市平安人寿在营销过程中存在的保险营销渠道狭窄、营销人员未挖掘出客户需求、营销队伍参差不齐、基于客户需求的售后服务意识差等问题；最后一个部分的内容是针对上述问题提出加强互联网营销模式、明确客户需求导向、加强营销人员培训、增加客户需求的售后服务意识等合理建议，为沈阳市平安人寿保险公司未来实行更加合理的营销模式奠定一定的理论基础。

**关键词：**平安人寿； 客户需求； 营销模式； 互联网

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## Abstract

In recent decades, the rapid development of China's financial industry has led to great changes in the entire insurance industry. The marketing mode of traditional insurance industry is no longer suitable for the development of insurance industry. The strong demand market is opening a new door to the insurance industry. In order to better grasp the demand market of insurance industry, it is necessary to adjust and innovate the whole marketing mode, and promote the economic growth of insurance industry. How to adapt to the customer demand market as soon as possible and accelerate the transformation of the insurance industry marketing model has become one of the key research issues.

This paper studies and analyzes the marketing mode of shenyang pingan life insurance company based on customer demand, which is mainly divided into the following aspects: the first part is to explore the current marketing mode of shenyang pingan life insurance company based on customer demand, mainly from the company's marketing channels and marketing personnel; The second part explores the problems existing in the marketing process of shenyang pingan life insurance company, such as narrow insurance marketing channels, failure of marketing personnel to dig out customer needs, uneven marketing team, and poor awareness of after-sales service based on customer needs. The last part of the content is to strengthen the Internet marketing model, clear customer demand orientation, strengthen the training of marketing personnel, increase customer demand awareness of after-sales service and other reasonable Suggestions, in order to lay a theoretical foundation for shenyang pingan life insurance.

**Keywords:** Ping an life insurance; customer requirements; marketing mode; internet

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