

目 录

摘 要.....	I
Abstract.....	II
引 言.....	1
1 沈阳市保险营销现状分析.....	3
2 沈阳市平安寿险公司营销模式存在的问题.....	7
2.1 缺乏正确的营销理念.....	7
2.2 缺乏多元的营销模式.....	8
2.3 缺乏专业的销售团队.....	8
2.4 缺乏准确的市场定位.....	9
3 沈阳市平安寿险公司营销新模式的主要策略.....	11
3.1 树立正确观念.....	11
3.2 拓宽营销模式.....	11
3.3 打造精英团队.....	12
3.4 找准市场定位.....	12
4 沈阳市平安寿险公司营销新模式的未来发展趋势.....	14
结 论.....	15
参考文献.....	16
致 谢.....	18

摘 要

随着国民经济的日新月异与蓬勃发展，寿险业作为我国保险业的一个很重要的组成部分，近年来的发展趋势一直在上升，寿险市场的发展潜力也相当巨大，寿险业在随着经济的发展而不断发展。而保险行业的产品、渠道，流程设计，营销模式等都在随着互联网时代的变化而转变，使得保险更加的多元化，便捷化，广泛化。随着保险营销模式的不断发展，发展中的一些问题也逐步呈现出来。

本文针对中国平安人寿保险有限公司辽宁分公司营销模式的问题进行分析，结合我在中国平安人寿保险有限公司辽宁分公司展开近六个月的实习和体验，找出沈阳市共性的问题，并提出营销模式的问题解决措施和建议，使得保险营销模式得以完善，拓宽市场。本文主要从四个方面研究沈阳市平安寿险营销新模式的调查研究，首先是沈阳市保险营销现状，包括中国人寿保险公司及中国平安人寿保险公司的营销发展现状；其次是沈阳市平安寿险公司营销模式存在的问题，包括缺乏正确的营销理念的问题，保险渠道单一的问题，缺乏专业的销售团队的问题，以及沈阳市地区保险缺乏准确的市场定位的主要问题；第三个是对中国平安人寿保险有限公司辽宁分公司的营销模式产生的问题进行创新发展制定出主要策略，如销售人员树立正确的营销观念，拓宽营销模式，打造精英团队及找准市场目标等；最后是中国平安人寿保险有限公司辽宁分公司营销新模式的未来。这些方面对保险业的进步和发展都造成了一定的阻碍有一定的影响，想要促使保险业良好快速的发展，就需要结合保险业现阶段发展状况，对所存在的问题进行分析并提出解决措施，最终的目的就是对沈阳市的保险销售模式进行新的创新，从而提高保险销售渠道的销售业绩，提升中国人寿保险公司的竞争力从而推动沈阳地区，乃至保险行业的发展。

关键词：营销模式； 营销策略； 发展趋势

Abstract

As the rapid and prosperous development of the national economy, the life insurance industry, an integral important part of the insurance industry in China, has a rising development trend in recent years, and its market development potential is also tremendous. The life insurance industry remains continuous development as the economic development. The products, channels, process design and marketing modes of the insurance industry change with the changes in the Internet era, which makes the insurance more diversified, convenient and extensive. Problems in the midst of the development have been gradually presented as the continuous development of the insurance marketing mode.

This present paper analyzed the problems of marketing model of Ping An Life Insurance Company of China Liaoning Branch, Combined with my nearly six months of internship and experience in Ping An Life Insurance Company of China Liaoning Branch, I found out the common problems of Shenyang City, and put forward problem solving measures and suggestions for the marketing model, so that the insurance marketing model can be improved and the market can be broadened. This article mainly investigates the investigation of Shenyang Ping An Life Insurance's new marketing model from four aspects. The first is the current status of Shenyang 's insurance marketing, including the marketing development status of China Life Insurance Company and China 's Ping An Life Insurance Company; The second is the existing problems of Shenyang Ping An Life Insurance Company 's marketing model, including the lack of correct marketing concepts, and a single insurance channel Problems, the lack of a professional sales team, and the main problem of the lack of accurate market positioning of insurance in Shenyang City; The third is to innovate and develop the main strategies for the problems arising from the marketing model of Ping An Life Insurance Company of China Liaoning Branch. Fragment the sales staff to establish the correct marketing concept, broaden the marketing model, build an elite team and identify market targets; finally, the future of the new marketing model of Ping An Life Insurance Company of China Liaoning Branch. For the purpose of promoting the sound and rapid development of the insurance industry, in this present paper, and the existing problems were analyzed in combination with the current development status of the insurance industry, and the

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要
下载或阅读全文，请访问：

<https://d.book118.com/706210140145011005>