

**GLICO General embarks on training Programme  
... to strengthen market position**

In the highly competitive insurance market, GLICO General Insurance Company is set to broaden its market base to increase the volume of sales and profits.

Consequently, it has embarked on a strategic training programme for the marketing and sales force newly recruited to promote the company's unique and beneficial products and services nationwide.

The new agents will work effectively as a team to help GLICO General to achieve its annual sales targets.

The agents were trained by key management personnel of GLICO who have acquired in- depth experience over the years in the general insurance industry.

From the general remarks of the agents, the training was useful, having been equipped with the practical knowledge and skills to go into the market to sell the insurance products and services of GLICO General, with the aim of achieving optimum results.

It is instructive to note that GLICO General is a leading insurer in Ghana's insurance industry, providing innovative and quality non-life insurance products and services for the insurable Ghanaian people. In effect, it seeks to maintain and strengthen its position in the market.

**Issued by:**

Corporate Affairs Department  
[cad@glicogroup.com](mailto:cad@glicogroup.com)  
Jos Anyima-Ackah, 020-2223136