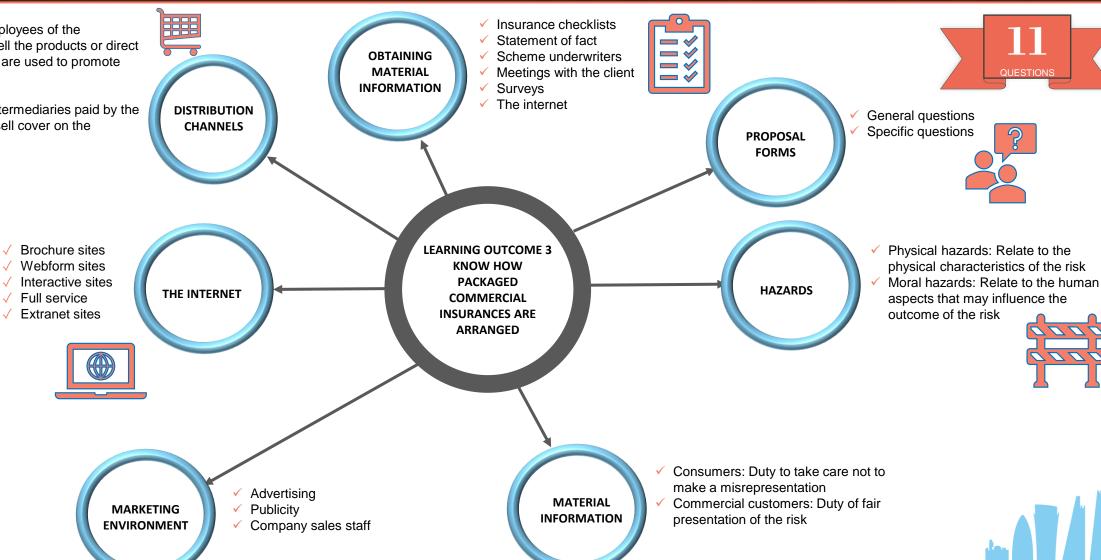
## **EMPOWER** DEVELOPMENT

## **IF8 LEARNING OUTCOME 3**

- Direct channels Employees of the insurance company sell the products or direct marketing techniques are used to promote sales
- Indirect channels Intermediaries paid by the insurer promote and sell cover on the insurer's behalf

√ Full service



**EMPOWER** DEVELOPMENT