

# Winning the new journey of insuring successful families and individuals

CHUBB®



Quick reference guide

# Strategies and tactics to help you win the journey

Successful families and individuals are researching and shopping for insurance online more than ever. Research shows 69% have shopped online for insurance in the past 12 months, and 73% are likely to do so in the future.

This fundamentally changes their purchasing journey, leading them to feel more informed and be more price-centric when discussing their insurance needs.

**54%**

of successful individuals said agents lose credibility when they lead with the lowest cost option

**80%**

said agents should prioritize getting the right insurance policies for protection over getting the lowest price

However, with so many clients and prospective clients actively online, you have an excellent opportunity to engage with them. Moreover, despite being more price-centric, most clients still think their independent agent or broker should focus on what's right for them, not price.

The following are strategies and tactics that can be implemented today to take advantage of the opportunities presented by your clients' new purchasing journeys.

## Strategy 1: Redefine value

Consider all the variables of the Value > Price equation to help you better define and maximize value in your clients' terms.

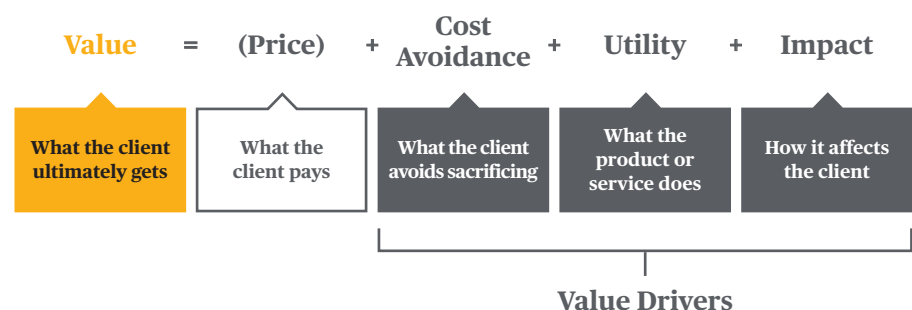
In the equation, there are several "drivers" that will ultimately affect the value of their insurance. "Cost Avoidance" and "Impact" are the broader of the variables. "Cost Avoidance" includes all the things that a client may avoid sacrificing, such as the time or energy saved when receiving a fast claim payment. "Impact" is the emotional and physical effect of the policy, such as feeling peace of mind or gratitude for a claim handled quickly and with compassion.

## Tactic: Change the conversation

### Questions might include:

- How important would it be for you to be able replace all the contents of your home, including things like custom floors and special-order appliances should the unexpected happen?
- How important is it to you that a carrier offers resources to prevent issues from happening in the first place?
- Can you tell me about what you would expect from a carrier should you experience an unexpected loss to your home?
- What is most important to you when choosing an insurance carrier?

### Value > Price equation



### Strategy 2: Simplify the complex

Clients are biased for simplicity. So while digital disruptors, for example, cater to that bias by focusing on price, you need to remind your clients that there is more to a good deal than price.

### Tactic: Ask simple questions to uncover complexities

#### Questions might include:

- If a few of your custom kitchen cabinets were ruined by a water leak, would you want to replace all of the cabinets so they all look alike?
- If you or someone in your family were sued, how would that affect your family's financial strength and outlook?
- If you were in an accident with an uninsured driver, how would your financial situation be affected?
- If your home was damaged or destroyed, how critical would it be for you to stay in your school district, so as not to disrupt your family?

### Strategy 3: Focus long term

People are hardwired to think short term. That may drive your clients to select a lower-priced option, even if a higher-priced option is better for them in the long run. You can ask questions to help your clients think long term, and stretch their time horizons by presenting long-term strategies.

### Tactic: Reflect on the future

#### Questions might include:

- You've no doubt been saving for retirement. How have you and your financial advisor built out your plan? What is your timeframe?
- How much do you rely on your home equity to be able to retire comfortably?
- What would happen to your savings if your home was severely damaged or destroyed by water or fire, and you had to pay \$300,000 out-of-pocket?

### Strategy 4: Differentiate yourself

In some industries, sales professionals may consider matching competitive offers. But doing so devalues their recommendations. As an independent insurance expert, you can respond to a discount request by understanding the nature of the objection then highlighting the differences in your offer.

### Tactic: Differentiate your offering on three dimensions

#### What makes the products and services you recommend different or better? Your answers might include:

Comprehensive protection, choice of repair shops, quality of claims process, extended replacement cost capability

#### How is your agency or brokerage different and/or better than the competition? Your answers might include:

24/7 access, annual coverage reviews, educational tips and resources

#### What makes your people stand out? Your answers might include:

Support through the claims process, knowledgeable expertise, problem solving

### Strategy 5: Reinforce your value

Most agencies and brokerages deliver superior value but rarely get credit for everything they do. That's why it is so important to remind your clients that they made a great decision to partner with you.

### Tactic: Thank, remind, and audit yourself

#### Document your value-added services by sending your clients:

Thank you notes, emails, or instant messages highlighting your services or actions taken to fix issues

#### Actively "value remind" by:

Asking your clients to write a testimonial for you, or sharing positive information such as an award you've just received, via email or social media

#### Conduct a value audit, either formally or informally, to check on your performance with the client.

## Learn more

To find out more about how your clients' purchasing journey has changed and what you can do to make the most of this opportunity, visit our website at

[www.chubb.com/winthejourney](http://www.chubb.com/winthejourney)



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