

Seeing from *your clients'* *perspectives*

Learn how you can get inside your clients' heads, and what Chubb can do to help you tailor your solutions.

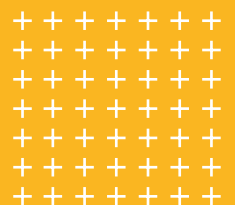


Think like your clients

By immersing yourself in your clients' worlds, you can start to see things from their perspective — and understand how and why they make decisions.

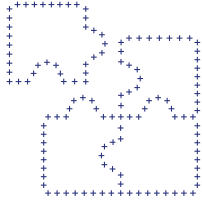
When you discover their less obvious concerns and pressure points, you can open a productive dialogue and ask the right questions, to get the right answers.

Here's a simple guide to help you move the conversation away from price by demonstrating how your solution can take the pressure off, and presenting those benefits in a compelling, clear way.



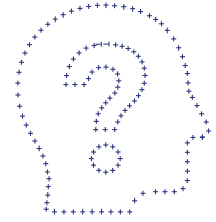


John Chan, Head of Independent Distribution Partners, shares 4 simple steps to shift the sales conversations away from price and onto what makes a difference and is worth paying for.”



Ask the right questions and put yourself in your clients' shoes.

Step 01

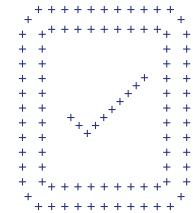


Identify any protection gaps that may prevent them from accomplishing their goals.

Step 03

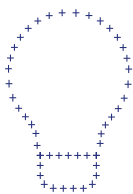
Step 02

Know your clients' business operations, plans and goals.



Present your solution that aligns with your clients' business objectives.

Step 04



Keeping our partners and clients close to Chubb - it is of utmost importance to maintain a good relationship with partners and clients with Chubb. With strong communication and relationship forged, we will be able to build a strong ecosystem within Chubb.

Chubb. Insured.™

This document is part of an infographic series in 'Selling In Uncertain Times'. Read the other infographics at chubb.com/sellinginuncertaintimes/sg to find out more about value-added selling.

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