

Presenting *with purpose*



Meet Pete from Plas-Bottle, and his broker Bennett

Bennett successfully pitched to Pete by tailoring his presentation to the pressure points that he knew needed to be addressed immediately.

Prospective commercial client

Pete owns a large plastic bottle manufacturing business — with several locations across the Asia — catering directly to beverage producers both domestically and across the world. During the pandemic, with his regular business interrupted by supply chain disruptions, he decided to switch his focus to manufacturing plastic hand sanitiser dispensers in bulk, and distributing them to local producers.

He'd already been thinking about changing his insurance after a recent, expensive renewal, so decided to speak with a new broker about any new coverage he might need. His main priority was to try and get the best possible deal, but he was also open to a new insurance relationship after very little contact from his existing broker during the pandemic.

After speaking with Pete on the phone, Bennett realised that not only did Plas-Bottle need specialised cargo insurance for transportation and distribution (something it didn't normally do), but was also significantly underinsured, with relatively low levels of coverage that didn't account for all the potential risks of plastics manufacturing.

Realising that there'd be a lot of local press attention around the shift in Pete's well-known business, and therefore additional exposure, Bennett put together a short, sharp presentation pointing out all the risks involved in transportation. And instead of just suggesting policies that would fill the gaps, he recommended a Chubb package product that included not only the policies that were missing, but a full solution that when taken out together would cost Pete slightly more, but more than make up for it in convenience and total cover.

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