

CHUBB®

SELLING IN UNCERTAIN TIMES
CASE STUDY

Value: *Your secret weapon*



Meet Billy from The Right Gym, and his broker Tessa

Tessa secured Billy's business by offering him an insurance solution tailored to what he values most – cover that grows with his business.

Prospective commercial client

After successfully running a small, local chain of gyms for many years, Billy decided several years ago that he wanted to expand his business, and he's been opening new locations on the Kowloon side over the last few years. While the pandemic disrupted some elements of the business, he and his staff were able to continue working by providing one-to-one personal training sessions over video calls.

Since he first started his business, Billy's used the same insurance broker, but after difficulties adding new locations to his existing policies, he'd started to become worried that they didn't have the experience or skills to help him stay covered. He was also worried about risks like cyber exposure, with his gyms' members all paying for their sessions and memberships through a new website. But at the same time, he didn't want to pay more than he had to, especially with concerns about more disruption in the future.

After a brief introduction over the phone, his insurance agent Tessa put together a customised package from Chubb for The Right Gym, but with a focus on the impact of each policy. Instead of looking at the coverage features, she drew Billy's attention to the possible consequences of not having the right insurance in the event of a claim. And knowing that Billy was still focused on expanding, she made sure that the package was one that easily allowed for the addition of extra locations, rather than the complicated processes Billy was used to.

Discover how to add more value for clients at chubb.com/sellinginuncertaintimes/hk

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