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SELLING IN UNCERTAIN TIMES  
CASE STUDY

# Value: *Your secret weapon*



## Meet Salmah & her agent, Jun Wei

Jun Wei reinforced his value to Salmah by staying in touch at difficult times and proactively introducing insurance solutions for what she values most - her family.

### Prospective clients with families

Salmah & her husband, Jamil are high-ranking retirees in their 50s, with their eldest son studying in a private institution. They have recently developed an interest in gardening, hence are spending more time at home. Their sedan and SUV are mostly underutilised now.

Though both are financially stable, they still had to pay a lot in taxes and insurance coverage. Jun Wei regularly keeps in touch with his clients, especially those he has served for a long time. After a brief assessment, he sees an opportunity to help them save more. Jun Wei explains the financial implications if they are underinsured. He also further expresses his concerns about the current condition of the Malaysian weather and the recent spike in floods.

Salmah's family currently has a basic policy that covers all their cars under the husband's name. To help the family save more in the long-term and focus on supporting their eldest son's education, Jun Wei recommends MY Smart Car Insurance, which offers flexibility in the mileage they need at reasonable premiums. He also assures that it is sufficient and fits their current lifestyle of spending less time on the road.

Jun Wei also advises them to take up special perils add-on coverage for the car driven by their son as he sees that the university is located in a flood prone area.

Jun Wei ensures that his customers' claims are managed efficiently. His good time management and organisational skills have made this possible. Salmah's experience on a claim 2 years ago was nothing less than pleasant and she has since recommended Jun Wei to her friends and relatives looking for insurance solutions.

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