

What is value?

Value is an outcome determined by what someone sacrifices and what they gain. Enhance what your buyer gains by emphasising your solution’s impact. Please list ten value-added products or services you offer clients. In the next column, answer the question, “How does this value-added product or service impact the client?”

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Selling from the client’s perspective

Asking the right questions will help you gain an in-depth understanding of the client’s needs, wants, and concerns. Stretch the buyer’s time horizon by asking future-oriented questions. Here are some sample questions:

- How would an unexpected future loss impact your growth plans?
- Long term, what’s important to you when selecting an insurance partner?
- Which poses a greater risk, investing in this solution or not having the opportunity to achieve your business goals?

Enlarge the conversation by asking bigger questions. Here are some sample questions:

- Beyond insurance, what do you need from us as your partner?
- What are your mission-critical issues when attempting to grow your business?
- What would you expect from us throughout the claims process?

Help clients achieve self-discovery by asking better questions. Change is more likely to happen when it emanates from within. Here are some sample questions:

- What do you see as the main benefit of this type of solution?
- What are your thoughts on the ongoing cyber threats?
- What would the ideal solution look like for your company?

