

Selling in *Uncertain Times*

We're always looking for new ways to help our brokers succeed. So, we recently commissioned a global survey with businesses and consumers, to understand their main concerns and needs in today's challenging market conditions.

We're now sharing insights from that survey with you, which we hope are helpful during your upcoming sales negotiations.

Key headlines

92% of Australian respondents consider events like a pandemic, or economic uncertainty, while thinking about the future. Furthermore, 89% are more price-sensitive than they were two years ago, which makes selling to them more challenging. On the flipside, nearly all respondents said that they are still willing to pay more for their insurance, if the value they receive is greater than the premium they pay, and 88% are confident that a broker could help them through a crisis. All of which presents a lot of opportunity for insurance brokers.

Seeing from your clients' perspective

98% of respondents said they wanted their broker to empathise with them and see challenges from their point of view. Our survey has revealed what's at the top of their minds right now, to help you step into their shoes. Your clients might share these concerns, so these topics could act as useful conversation starters, and inform personalised product suggestions – which 97% of all respondents said they wanted to hear more about from their broker during a crisis.

Top concerns

Businesses		Consumers	
Business stability	49%	Pandemic-related concerns	56%
Pandemic-related concerns	44%	Economic uncertainty	48%
Operational efficiency	43%	Health concerns	47%

We're here to help you succeed

Explore the global survey results and discover value-added selling techniques to reinforce your approach – thanks to our partnership with selling expert Paul Reilly, author of the books Value-Added Selling and Selling Through Tough Times.

Explore more resources and download our global report at chubb.com/sellinginuncertaintimes/au

Turn over for further valuable insights

In Australia,
we surveyed...

150
decision-makers
in small- to mid-
sized businesses

100
consumers

Globally, we
surveyed...

2,250
decision makers
in small-to-mid
sized businesses

1,000
consumers

15
countries



How to offer reinsurance *during uncertain times*



Stay in touch with your clients

88% of respondents said they were confident that a broker could help them during challenging times. Checking in regularly to see if there's anything your clients need help with is an easy way to demonstrate your value.

Be proactive when suggesting solutions

90% of respondents said they'd pay more for insurance if their broker proactively assessed their level of vulnerability and recommended how to avoid losses. A majority of respondents said they would appreciate to hear from their broker once a week or more in times of crisis.

Emphasise how simple claims can be

92% of respondents said they'd be willing to pay more for insurance if they knew claims would be handled quickly and with minimum effort on their part.

Looking forward

55%

of respondents feel confident about the future.

Contact your clients to see if they have the right protection behind their upcoming plans.

94%

of respondents place more importance on the quality of their coverage than two years ago.

During upcoming consultations, reinforce to your clients how the solution you provide meets their high standards.

2/3

of all respondents purchased or increased their insurance in the past 2 years, with 52% saying that flexible working influenced their decision.

Use this time to contact your clients to review their coverage and check for resulting gaps or excesses.

85%

of respondents said they remember their broker's name without checking their phone or email.

Don't be the one whose name can't be remembered. Make sure you remain top of mind by your clients.

Explore more resources and download our global report at chubb.com/sellinginuncertaintimes/au

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