

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?”

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2.	
3.	
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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:

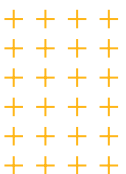
- What do you see as the main benefit of this type of solution?
- What are your thoughts on the ongoing cyber threats?
- What would the ideal solution look like for your company?



Identify pressure points

Take the focus off price and premiums by reminding the client of the pressure they are experiencing. When buyers are made aware of the broader pressure they are experiencing, premium rates are less of a concern. Here are some sample pressure points:

- Timing and sense of urgency – the client must buy
- Lack of substitute insurance solutions
- Few direct competitors
- You have entered the decision-making process early
- You are the incumbent insurance provider
- The client had a bad experience with a competing provider
- The client has already expressed willingness to renew or purchase
- The client is experiencing a unique problem
- The client prefers your company
- A competitor is going out of business or leaving a market
- A competitor has a bad reputation or lack of reputation
- Multiple barriers to direct comparison
- Painless transition to your solution



Presentation planner

Complete these three exercises before your next presentation. This planning tool will help you present a compelling reason why the client should select your alternative.

1. Make your presentation personal. Use the following chart to draw a parallel.

What is the fundamental concept, idea, or outcome you are selling?	
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How has the client already bought into this concept, idea, or outcome?	
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Show the linkage between your solution and the client's previous decision.	
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2. How does your client define value (e.g. peace of mind, risk mitigation, protection)? How will you align your total solution with the customer's definition of value?

3. List three ways you personally add value (e.g. expertise, support, problem-solving). Share specific examples to demonstrate your personal value.

