

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 nationwide, and he's been opening new locations across the country 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/nz

This content is brought to you by Chubb Insurance New Zealand Limited ("Chubb") as a convenience to readers and is not intended to constitute advice (financial, professional, legal or otherwise) or provide recommendations upon which a reader may rely. Any references to insurance cover are general in nature only and may not suit your particular circumstances. This information does not take into account any personal objectives, financial situation or needs and any insurance cover referred to is subject to the terms, conditions and exclusions set out in the relevant policy wording. Please obtain and read carefully the relevant insurance policy before deciding to acquire any insurance product. A policy wording can be obtained by contacting Chubb or your broker. Chubb makes no warranty or guarantee about the accuracy, completeness, or adequacy of this content. Readers relying on any content do so at their own risk. It is the responsibility of the reader to evaluate the quality and accuracy of the content. Reference in this content (if any) to any specific commercial product, process, or service, and links from this content to other third party websites, do not constitute or imply an endorsement or recommendation by Chubb and shall not be used for advertising or service/product endorsement purposes. ©2022 Chubb Insurance New Zealand Limited (Company No. 104656, FSP No. 35924). Chubb®, its logos, and Chubb.Insured.SM are protected trademarks of Chubb.

