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SELLING IN UNCERTAIN TIMES  
CASE STUDY

# Thinking *beyond the sale*



## Meet Taylor from Thompson Travel, and her broker Jennifer

Jennifer reinforced her value to Taylor by staying in touch at a difficult time and making herself available to help with whatever the business needed.

### Prospective commercial client

Taylor runs a successful chain of travel agents with locations across New Zealand. The COVID-19 pandemic hit her industry hard, and she's spent the majority of the past two years doing everything she can to keep her business stable, and rebook flights and vacations for her customers.

Now though, there's light at the end of the tunnel, and with business picking back up, Taylor's looking to streamline her business as much as possible, to keep costs down and focus on rebuilding. As part of that, she's considering new partners at every level of her business, from the accounting firm she uses all the way through to the recruitment partners she uses to find staff.

One part of her business that she's not looking to change though, is her insurance. Over the past few years, Taylor's broker Jennifer has built a strong working relationship with Thompson Travel, providing them with several different business policies, as well as a range of travel insurance packages that can be purchased by customers — alongside their holiday bookings.

During the pandemic, Jennifer knew how hard Taylor's business had been hit, so she made sure to touch base regularly over the phone, to see how things were going, and if there was anything she could do to help. She also offered to help Taylor fill out any claims that she might need to make, and continued to strengthen their relationship — reinforcing her value to the business, and making herself a crucial partner.

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