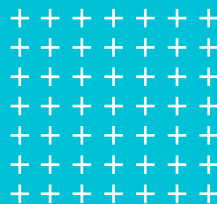




95% of businesses
and consumers
would be willing
to *pay more* for
insurance, if the value
they get outweighs
the price they pay

Put value first, not price.

We're introducing you to the four key tools of value-added selling, to help you stay a step ahead. Because at Chubb, our focus is your success.



Introducing *Selling in Uncertain Times*

Your clients' challenges have changed.
So your challenges have changed.

Rapid digitisation, competition from direct carriers and insurtech players, economic instability and a hardening market – these factors have created an environment where clients have more choice and less desire to spend. To succeed, you need to move beyond conversations about price, and focus on value in all its forms.

To help you do that, we've collaborated with Paul Reilly, sales training specialist and President of Reilly Training, to produce a range of materials that will help you discover value-added sales tactics and put them into practice. We've created videos, reports and more – explore the resources at chubb.com/sellinginuncertaintimes/uk



About Paul Reilly

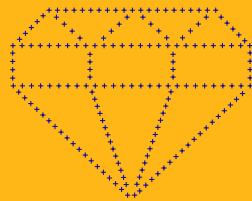
Paul Reilly is a value-added selling expert and author of the books **Value-Added Selling** and **Selling Through Tough Times**.

Reilly Training is a leading research and training firm with nearly four decades of experience specialising in value-added selling tactics and techniques.

Value-added selling is built on four simple concepts

01

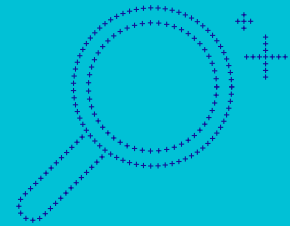
Value: Your
secret weapon



Value is personal and is defined by the client

02

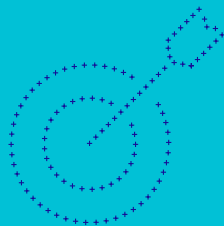
Seeing from
your clients'
perspective



Refining your understanding of your clients' needs

03

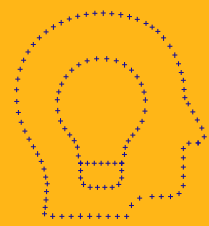
Presenting
with purpose



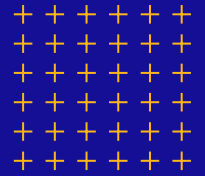
Presenting a full package, instead of a policy

04

Thinking
beyond the sale



Consistently reinforcing the value you provide



Value-added selling: *explained*

Value: Your secret weapon

Ask incisive questions and bring your own experience to the table to better understand what your clients value.

[Watch the tutorial video](#)

Seeing from your clients' perspective

Empathy is key to uncovering your clients wants, needs, and concerns. See the world through their lens, to offer the support they need.

[Watch the tutorial video](#)

Presenting with purpose

Don't sell your clients a policy. Sell them the big picture, wrapping up everything you've learned about them in a compelling, compassionate pitch.

[Watch the tutorial video](#)

Thinking beyond the sale

If you're not treating clients like prospects, someone else will. The value you offer goes well beyond the initial sale — so don't let your clients forget it.

[Watch the tutorial video](#)



Headlines from our global survey

47%

of survey respondents said their greatest concerns were related to the COVID-19 pandemic, followed by 43% citing economic uncertainty

Nearly half

of all respondents say they're feeling optimistic and resilient about the future

Trustworthiness and good communication

are the two most important characteristics respondents said they look for in a broker

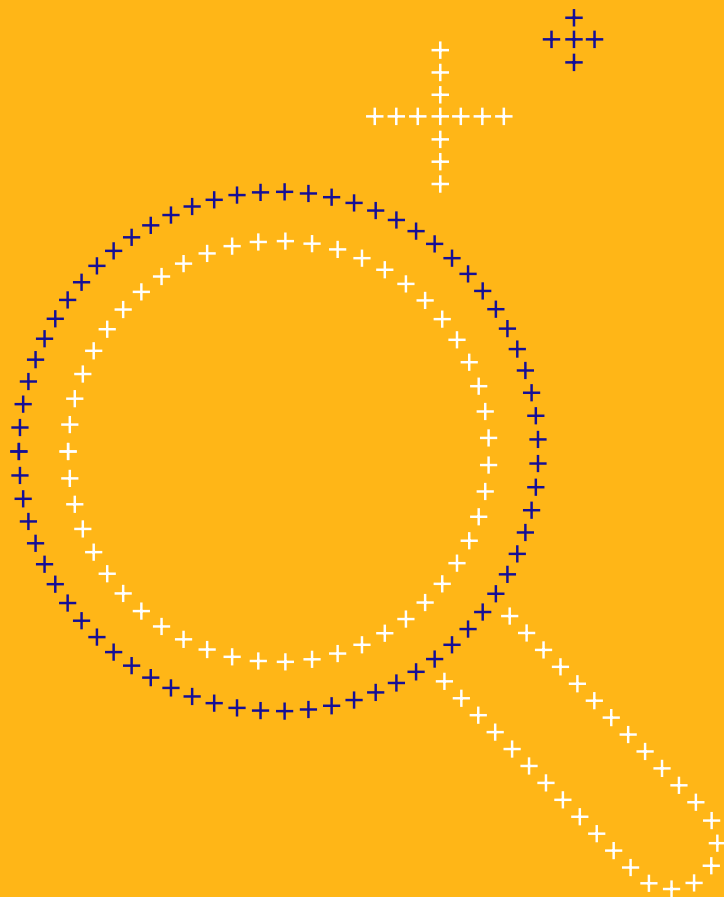
92%

are more price sensitive about buying insurance than they were before 2020

Explore the *research*

Read the reports or watch our virtual sales training session.

Visit chubb.com/sellinginuncertaintimes/uk



Chubb. Insured.SM

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Details about the extent of our regulation by the Financial Conduct Authority are available from us on request.

About the research

During 2021, Chubb commissioned a global survey asking business decision-makers and consumers about their views, attitudes and priorities in uncertain times. 2,250 business decision-makers and 1,000 consumers based in 15 major markets around the world participated in this survey. All statistics cited in this document are taken from the global results of this survey, so are not specific to an individual country or region.