

# Selling in Uncertain Times: *Research report - Part 3* <sub>/4</sub>

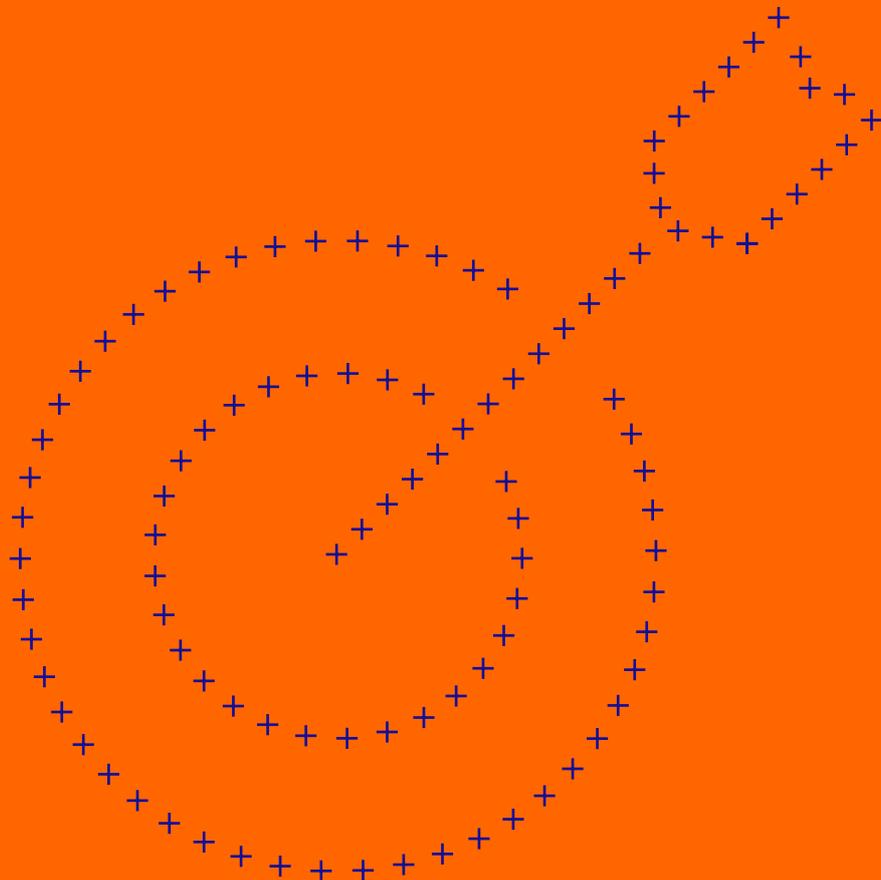
How brokers can create value for clients and make themselves the most important piece of the puzzle.



## REPORT 3

# Presenting *with purpose*

Presenting insurance solutions to clients in a way that excites and engages them is an everyday activity for brokers. But approaching these meetings through the lens of value-added selling reveals that there's room for an even more persuasive presentation.



Especially during uncertain times, it's critical to communicate the right message with the right tone, because above all, clients are looking for support, flexibility, and experience.

## Support

The message should strike a supportive tone in uncertain times, to ensure clients know that their broker is there for them.

## Flexibility

Rigid policies and procedures don't play well in tough environments. Clients expect brokers to make exceptions and do business on their terms.

## Experience

Clients want to partner with companies that have seen it all before. So, brokers should emphasise personal experience and their firm's longevity.

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Getting the most out of client conversations

# 89%

of respondents were somewhat or very confident that brokers can help during uncertain times.

They want reassurance — presenting in the right way, with the right messages, can help to meet their needs when they feel less sure of the future.

# 99%

of businesses want to hear about better insurance solutions during a crisis.

Proactively preparing enhanced solutions to offer clients could help brokers appear more valuable in their clients' eyes.

# 87%

of respondents said they would be willing to give up some protection to save money during a crisis.

Brokers need to be flexible during uncertain times and consider what clients should prioritise — and how to support cost-saving efforts in a way that's reasonable and practical.

## REPORT 3

# Crafting messages that are *compelling and compassionate*

The ‘tough-times proposition’ can act as a helpful template for framing messages at a time when clients are tempted to put things on pause, hoard resources, or cling to the status quo.

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What is the “tough-times proposition” and how does it work:

- **Articulate the problem:** To compel the client to act, first identify the problem that they’re experiencing. Because when there’s a problem, there’s an opportunity to create value.  
**Ask:** What common problems are my clients experiencing?
- **Identify the outcome:** The outcome is the tangible result the client receives from experiencing the value-added solution. That could include peace of mind, greater profitability, improved cash flow, or risk mitigation.  
**Ask:** How will solving those problems affect my clients?
- **Establish urgency:** Urgency is a critical element of the tough-times proposition. Because clients are tempted to pause during tough times, brokers must share a compelling reason for the client to find an alternative **now**.  
**Ask:** Why does my client need my solution, right now?

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Another powerful presentation technique is to draw parallels with other areas of a client's business to personalise the message. This simplifies the decision-making process, because we all use past experiences to help contextualise the decisions we face.

By placing previous decisions (and their positive or negative outcomes) in relation to the decision a client needs to make, it'll be that much easier for them to see the value of investing in the right solution – or the dangers of not doing so.

A good starting point for identifying these previous decisions is by asking: "how has my client already bought into this concept in other areas of their business?" By identifying that precedent, brokers can then draw a connection between that, and their new solution.

Here's how this could break down for a client that's already investing in risk mitigation:

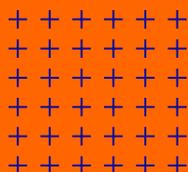
- **What is the fundamental concept?**  
Mitigation of risk to protect the client's business.
- **How has the client already bought into this concept?**  
With security systems, safety protocols and various audits.
- **What is the link between this solution and the client's previous decision?**  
Insurance is another layer of protection that comes into play when others fail in addressing the same fundamental concept.

This process is called 'value alignment', and it's all about ensuring that each solution matches up with a client's definition of value. That definition may include a quick response, great claims experience, ongoing support, maximum protection, or a partner with the right reputation.

There are too many brokers just selling a policy or product. Which opens the door to more competition and to a premium-based discussion. Instead, focus on selling a policy that suits the clients' wider needs.

A presentation should also highlight the three dimensions of value (the product, the brokerage, and the broker), and explain how each of these contributes to a tailored solution, in a way that resonates with the specific client contact.

# 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 in small to mid-sized businesses across multiple industries 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.

## Countries/Regions surveyed

Argentina	France	Mexico
Australia	Hong Kong	Singapore
Brazil	Indonesia	Spain
Canada	Italy	United Kingdom
Colombia	Malaysia	United States

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