

CHUBB®

We're all business
(people).

T&Cs apply



Protecting the life's work of your customers

In business, as in life, people are key. That's why Chubb Life have developed Assurance Extra Business insurance – a new multi-purpose product designed to help the owners of small to medium sized businesses see the clear benefits of protecting their life's work from disruption.

With over 97% of New Zealand's business classified as SMEs, that's a market opportunity not to be missed. We've got just the tools and training to get you started.

Look at the tailor-made benefits:

Easy Ownership Transfer

Businesses evolve, and ownership changes are a part of that journey. The Business Ownership Transfer benefit enables easy transfer of cover to a new business owner or shareholder. This allows cover to stay in place even if there are significant changes to the structure of the business.

Monthly Disability Benefit

Our Monthly Disability Benefit allows you to work with your customers to determine the sum assured. You can base it on Business Expenses, Replacement Labour or Replacement Revenue, whichever is the most suitable.

Business Increase Option

Assurance Extra Business cover also has a Business Increase Option, which allows for future increases to the cover as the business grows.

Start-Up Monthly Disability Cover

And finally, our Start-Up benefit has been enhanced and now contains some great options for people working in the Agricultural sector.

2 months' FREE

To sweeten this business deal and provide your customers more comprehensive cover, we're offering 2 months' FREE cover on all new policies submitted before 30 September 2023.*

*Terms and conditions apply.

Like with all our products, to start selling Assurance Extra Business you'll need to have completed an accreditation module. We offer in-person and online options, so you can complete your accreditation when and where it's most convenient for you.

Brand new tools and tricks

We've made it super easy to tell your network about this great product. In this toolkit, you'll find links to three social media animations for you to download and share with your followers, featuring new ways to prompt your audience into action. We've even written some messaging for you to copy, paste and customise to save you time. There are also two emails that you can personalise and send from your own account. Finally, there's a content calendar to give you guidance about when to share your marketing material.



Here's a quick how-to:

1. Download the three animated social media tiles to your device.
2. Consult the content calendar and pop reminders in to your personal calendar to prompt you to publish each of the three posts.
3. Choose the message that corresponds with social media tile A, B or C then copy and paste it into your post. Feel free to customise and add your own personality if you wish.
4. Publish your post and let's get down to business.

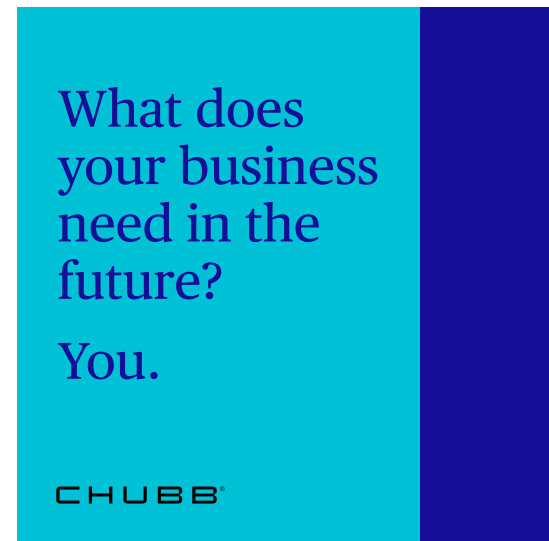
A.



B.



C.



Sharing the good news

While our animated posts are sure to capture attention, the right supporting messaging will make them even more effective.

Here's some text that's been written to accompany the social posts.

A. We are all business (people)

Chubb Life's new insurance is for you – business owners who run the small and medium-sized enterprises up and down New Zealand. It's designed to safeguard your life's work and, in turn, protect your family.

Get in touch to chat about this tailor-made cover today and don't delay taking advantage of 2 months' FREE cover on all new policies submitted before 30 September 2023. T&Cs apply.

B. Looking after business (people)

We know how important it is to keep your business running smoothly. Chubb Life's new insurance offers comprehensive cover to safeguard your life's work from any disruptions. Show your team that you have a solid Plan B in place and ensure peace of mind for the future.

Drop us a line to find out more and take advantage of 2 months' FREE cover on all new policies submitted before 30 September 2023. T&Cs apply.

C. What does your business need in the future? You.

Chubb Life's Assurance Extra Business is game-changing insurance designed specifically for business owners, like you. Not only will it safeguard your equity, but it also allows for easy transfer to new owners and a self-determined disability cover.




Ask us about the advantages of this tailor-made cover and protect what matters most. 2 months' FREE cover on all new policies submitted before 30 September 2023. T&Cs apply.

In this section, you'll find two emails that you can download, or copy and paste into your own email to tell your customers about our offer.

Here's how to use the email templates:

1. Download the email templates or copy and paste the email wording into your own email account.
2. Be sure to complete any outstanding details and customise your sign-off and contact details.
3. Feel free to get creative and customise the wording of your email, to add your own personality, if you wish.
4. Don't forget to address the email to yourself and bcc your address list to protect your client's confidentiality.

EMAIL #1

New message   

To _____ Cc Bcc _____

Subject **Protect your life's work**

Hi <Name>,
We understand that your business represents years of hard work and dedication. Protecting this from disruption is of utmost importance to you, your team members, and your family.
We're pleased to let you know about Chubb Life's new insurance, Assurance Extra Business. It's designed specifically for business owners, and it offers some game-changing advantages.

Easy Ownership Transfer
Businesses evolve, and ownership changes are a part of that journey. Chubb Life's Business Ownership Transfer benefit allows for easy transfer of cover to a new business owner or shareholder. This allows cover to stay in place even if there are significant changes to the structure of the business.

Monthly Disability Benefit
Your business probably contains key staff members, and if you're an owner, that key staff member might be you. If that person is unable to work due to illness or injury, your business could face a serious cashflow problem. The Monthly Disability Benefit can provide that cashflow to your business, ensuring it can survive and eventually thrive again.

Business Increase Option
Assurance Extra Business cover also has a Business Increase Option, which allows for future increases to your cover as the business grows.








Start-Up Monthly Disability Cover
Starting out in business is both exciting and daunting. Start-Up Cover is designed to protect the Kiwi entrepreneur during that vulnerable period when the business is getting itself off the ground.

2 months' FREE
Chubb Life are offering 2months' FREE cover on all new policies submitted before 30 September 2023.*




To take the first step towards protecting your life's work, please get in touch. I'll walk you through Chubb Life's new offer and help get the best cover in place for you, your business, your team members, and your family.

Kind regards,
<Signature>

*Terms and conditions apply.

       Send

EMAIL #2

New message   

To _____ Cc Bcc _____

Subject **Take advantage of new insurance designed for you**

Hello again <Name>,
Just a quick reminder about Chubb Life's new insurance designed specifically for business owners like you.








It offers:

1. **easy ownership transfer,**
2. **monthly disability cover,**
3. **a business increase option to allow for growth, and**
4. **2 months' FREE cover on all new policies submitted before 30 September 2023.***

Please give me a call on [Insert sender phone number here] or drop me an email and we can talk through all the advantages of Chubb Life's Assurance Extra Business.

With kind regards,
<Signature>

*Terms and conditions apply.

       Send

MON 26	TUES 27	WED 28	THURS 29	FRI 30	SAT 1	SUN 2
				Send Email #1		
3	4	5	6	7	8	9
		Send Social Post A				
10	11	12	13	14	15	16
		Send Social Post A				
17	18	19	20	21	22	23
		Send Social Post A				
24	25	26	27	28	29	30
				Send Email #1		
31	1	2	3	4	5	6

MON 31	TUES 1	WED 2	THURS 3	FRI 4	SAT 5	SUN 6
				Send Email #1		
7	8	9	10	11	12	13
		Send Social Post B				
14	15	16	17	18	19	20
		Send Social Post B				
21	22	23	24	25	26	27
		Send Social Post B				
28	29	30	31	1	2	3
			Send Email #2			

MON 28	TUES 29	WED 30	THURS 31	FRI 1	SAT 2	SUN 3
4	5	6	7	8 Send Email #2	9	10
11	12	13	14 Send Social Post C	15 Send Email #2	16	17
18	19	20	21 Send Social Post C	22	23	24
25	26	27 Send Email #2	28 Send Social Post C	29	30	1

Chubb Life is proud
to help protect
the life's work of
New Zealanders,
with ours.

