

The Power of Changing How the Buyer Thinks

Change How Buyers Think About:	How:
Visuals	<ul style="list-style-type: none"> • Use visuals selectively • White board in real time
Role of Agent	<ul style="list-style-type: none"> • Guiding the strategy/process/transition • Explain what to expect from a risk advisor versus a transactional agent
Insurance Strategy	<ul style="list-style-type: none"> • Explain various program structures – i.e., master program vs regional and trade-offs • Share advice with confidence yet humility • Share past experiences
Risk Strategy	<ul style="list-style-type: none"> • Explaining emerging risks – how to mitigate • Explain how we can pre-underwrite using Risk / Analytics to negotiate favorable terms • Linking their Business strategy to our Risk strategy • Facilitate a prospect discussion to hear views and build consensus (workshop approach)
How to Buy Insurance	<ul style="list-style-type: none"> • Educate objectively on different approaches first, then guide them based on pros & cons • Challenge diplomatically yet confidently
Cost Containment Strategies	<ul style="list-style-type: none"> • Quantify costs of implementation versus long-term payoffs (fire sprinkler versus possible premium credits, or reducing Mod Factor b X translates into \$Y savings)
How to Take Control vs Be Victim of Insurance	<ul style="list-style-type: none"> • Support on contractual requirements • Scenario modeling • Explain our process to differentiate their risk (Top of Stack submission) • Program structure – perform deductible analyses • Risk tolerance discussion – visualize the risk treatment continuum • Value of Safety / LC • Explain captives, group captives so they understand the obligations
Educate on the Insurance Ecosystem & Industry Dynamics	<ul style="list-style-type: none"> • Broker Models / How they impact client • Broker compensation / Disclosure approaches • Insurance industry financials – how does it work? How do UWs win? • Listen & empathize re carriers • “Peek behind the curtain” on our industry
Client Experience	<ul style="list-style-type: none"> • Deliver impactful Stewardship Review • Invite to our Home Office • Collaborate on joint success metrics