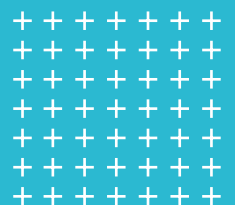
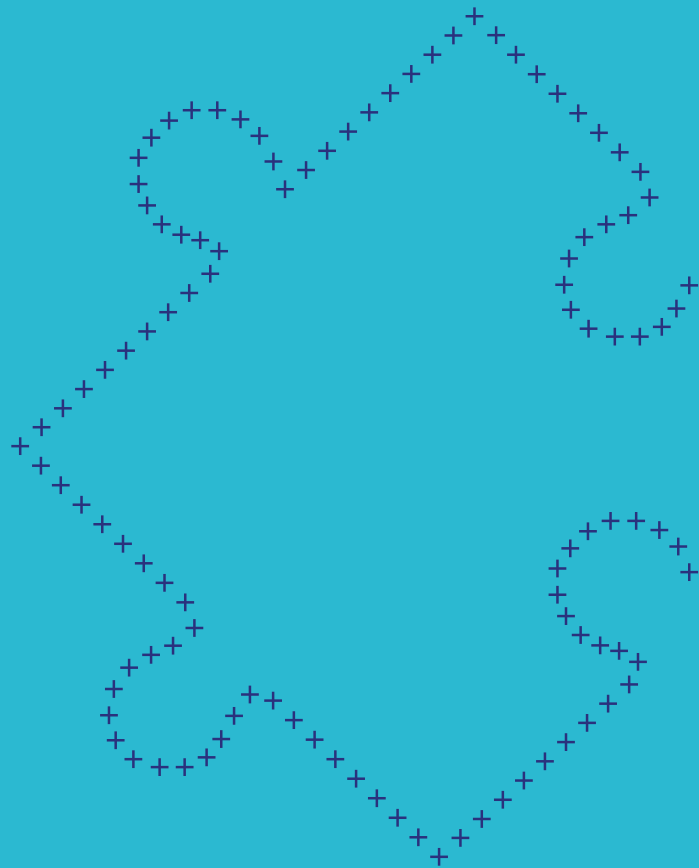


Presenting *with purpose*

Learn how to get clients on your side during presentations, and how Chubb can support you through them.

Building persuasive presentations

Once you've discovered what value means to your clients, and asked questions that help you put that value in perspective with their business priorities, the next step is finding a way to package all of that information and present it back to your clients in a persuasive, engaging way.





Tessalyn Kong, Assistant Underwriter, shares examples of how you can help craft compelling messages that responds to the respective needs of your clients.

Presenting with purpose



To sell value, you need to identify client' needs, and present a solution that satisfies them. **The more overlap between what they need and what you give them, the more likely they are to say 'yes'.**

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This document is part of an infographic series in 'Selling In Uncertain Times'. Read the other infographics at chubb.com/sellinginuncertaintimes/sg to find out more about value-added selling.

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