

Seeing from *your clients'* *perspectives*

Learn how you can get inside your clients' heads, and what Chubb can do to help you tailor your solutions.

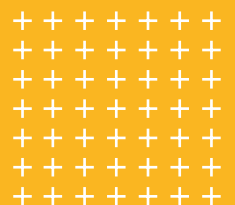


Think like your clients

By immersing yourself in your clients' worlds, you can start to see things from their perspective — and understand how and why they make decisions.

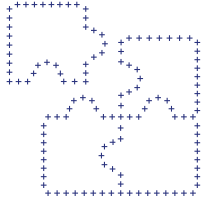
When you discover their less obvious concerns and pressure points, you can open a productive dialogue and ask the right questions, to get the right answers.

Here's a simple guide to help you move the conversation away from price by demonstrating how your solution can take the pressure off, and presenting those benefits in a compelling, clear way.



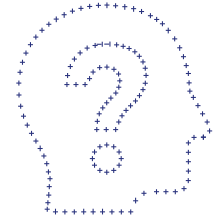


Jeremy Leow, Senior Underwriter, shares 4 simple steps on how you can refine your understanding of your clients' needs.



Ask the right questions to peek into your clients' worlds, to think as they think, and feel as they feel.

Step 01

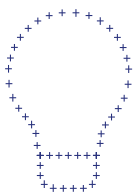
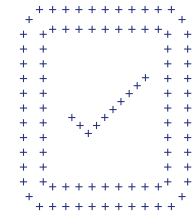


Identify any protection gaps that might stop them from being able to achieve their business goals.

Step 03

Step 02

Understand your client's business operations and long-term plans.



Step 04

Present your solution in a way that aligns with their needs.

Keeping our partners and clients close to Chubb - it is of utmost importance to maintain a good relationship with partners and clients with Chubb. With strong communication and relationship forged, we will be able to build a strong ecosystem within Chubb.

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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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