

## What is value?

Value is an outcome determined by what someone sacrifices and what they gain. Enhance what your buyer gains by emphasising your solution’s impact. Please list ten value-added products or services you offer clients. In the next column, answer the question, “How does this value-added product or service impact the client?”

1.	
2.	
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10.	

## Selling from the client’s perspective

Asking the right questions will help you gain an in-depth understanding of the client’s needs, wants, and concerns. Stretch the buyer’s time horizon by asking future-oriented questions. Here are some sample questions:

- How would an unexpected future loss impact your growth plans?
- Long term, what’s important to you when selecting an insurance partner?
- Which poses a greater risk, investing in this solution or not having the opportunity to achieve your business goals?

Enlarge the conversation by asking bigger questions. Here are some sample questions:

- Beyond insurance, what do you need from us as your partner?
- What are your mission-critical issues when attempting to grow your business?
- What would you expect from us throughout the claims process?

Help clients achieve self-discovery by asking better questions. Change is more likely to happen when it emanates from within. Here are some sample questions:

- What do you see as the main benefit of this type of solution?
- What are your thoughts on the ongoing cyber threats?
- What would the ideal solution look like for your company?

