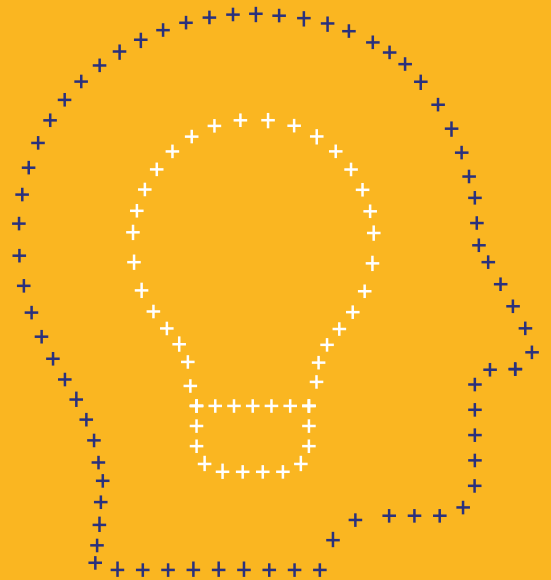


Thinking beyond the sale

Learn why value reinforcement is so critical, and what Chubb can do to support you through the process.



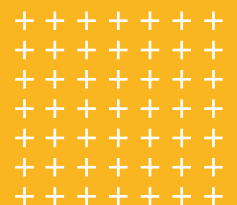
Reinforcing your value

Clients often focus on the price they pay, rather than the value they receive. Especially if they never need to make a claim, they may feel that they're not getting full value.


That's why value reinforcement is so important. By reminding them of all the benefits your solutions give them, you'll establish yourself as a critical partner over time.

Think about all of your clients as potential prospects. Because even if they've been with you for years, that's how your competitors will see them – and treat them.

Here's a simple guide to help you go the extra mile for your clients, and to reinforce the value of your services to them.



Victorine Pang, Manager for Personal Risk Services, shares how to reinforce value to clients:



“Apart from regular trainings to equip our partners with the knowledge required, we also offer services such as joint calls and visits to the clients’ place to better understand their requirements so that we can tailor relevant solutions to address any gaps and according to their needs.

We pride ourselves in providing superior levels of service to our Masterpiece clients and that’s why we offer flexibility to make changes to policy coverage, according to their evolving lifestyle needs. Furthermore, dedicated resources are in place to ensure we deliver on the post-purchase experience, including claims.

By thinking beyond the sale, what we aim is to provide the peace of mind that money can’t buy.”

Why is value reinforcement critical?

It is a set of tactics to remind clients of the value you provide and get credit for its impact.



Value reinforcement: Going above and beyond

Collaborating with our partners 

How Chubb can support you

- Regular product trainings
- Joint field work with partners to meet clients and give them reassurance and credibility

Providing solutions and services 

How Chubb can support your clients

- Complimentary home appraisal service to reassess the building cost (for home policies)
- Complimentary risk assessment services (for commercial policies)
- World-class online claims services (for all policies)
- Adjudication of claims with a human touch (for all policies)

Chubb. Insured.™

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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