

PIA of Indiana's Annual Convention

May 10-11, 2018 • Indianapolis Marriott East

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GAME CHANGER.



How to “Wow” with Your Commercial Submission

Presenter: Charles Hadley



#PIAIndiana18

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Presented by



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Charles has made several presentations to agents in a number of states on transportation, commercial and personal lines insurance and facilitates a number of courses for the National Alliance for Insurance Education & Research in addition to CPCU and associated courses presented by the National Institutes.



**HOW TO “WOW” WITH YOUR
COMMERCIAL SUBMISSION
AUTO / PROPERTY**

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Where do we start?



Before The Paperwork

Before you start - to ask yourself these questions.

How well do you really know the risks and exposures facing this prospect or client?

How well do you really know the risk management ideas & plans of this prospect or client?

Answering the questions

Getting to really know the risks & exposures.

Identifying Loss Exposures : The asset at risk

- Inspections
- Compliance reviews
- Contracts
- Insurance policies
- Risk assessment questionnaires
- Loss runs
- Organization charts

Analyzing Loss Exposures - The probability of a loss.

- Historical Loss frequency
- Historical Loss severity
- Total dollar of losses incurred- by term & since inception

Be prepared to answer the questions before they are asked by the underwriter.

Answering the questions

Getting to know the clients plans & ideas regarding risk management.

Is the buyer a gambler or is the buyer conservative? Is the buyer "risk adverse"?

Are there any limitations you need to address?
Financial - Contractual - Cultural - Geographical?

Have THE talk

Where do we go from here? What is the client/
prospect's answer to your questions?

"Getting to know the risk & exposures"?

Which path do you need to take from here?

Playing Match Maker

It is important to review your submission in light of
various factors of each potential carrier.

- A) Experience with this type of risk
- B) Underwriting appetite of carrier
(Do they know your exposure & risk)
- C) Competitive rates
- D) Success rate
- E) Stable track record

Your time is valuable - do not waste it by sending it
to carriers that are not a good match.

You need it when??

Rule #1- Be realistic ☺ Make the underwriter your friend.

Rule #2- Make sure the need by date is clearly
understood.

Rule #3- Respond to underwriting requests promptly.

Rule #4- Follow up prior to the need by date.
(Squeaky wheel approach to underwriting)

Rule #5- Keep everyone in the loop.

Rule #6- Expect the unexpected. Have a plan B.

No job is finished till the paperwork is done.

Avoid giving the underwriter information overload. Too much information can be a bad thing. Do you know why?

Know the difference between what the underwriter might "like" to have versus what the underwriter "needs" to have. Have you worked with this carrier before?

The carriers choice of applications can tell you a lot about a carriers "needs" information. This will vary by carrier.

Acord Applications:

Advantages - widely used, touches on a lot of items

Disadvantage - very broad, usually requires supplemental activities by the carrier

Carrier Specific Applications:

Advantages - Usually shorter than the Acord. Focuses on topics applicable to the specific carriers underwriting philosophy.

Disadvantages - Specific to that carrier. May result in much more information required to be gathered than that required by other carriers or those using the Acord application.

The stuff the submission is made of.

Auto

Completed Application
Loss Information - for all lines being quoted
MVR's/accident history - don't forget anyone
Narrative to include:
Business History - where did they come from & where do they want to go?
Reputation - what separates them from the pack
Credit Standing
Driver Screening provisions, maintenance programs
Are they doing the right things

The stuff the submission is made of.

Property

Completed Application
Loss Information - for all lines being quoted
SOV - COPE information - be detailed & accurate, don't guess
Narrative to include:
Business History - where did they come from & where do they want to go?
Reputation - what separates them from the pack
Credit Standing
Fire suppression systems - Emergency response training - employee screening provisions, maintenance programs
Are they doing the right things

**Completed Application Pitfalls
(an E&O trap)**

- #1 - Filling it out for the insured/prospect - Not asking - assuming everything's the same

- #2 - Omitting answers to questions -if it's on the application the underwriter thinks it's important & you should to.

- #3 - Not giving the underwriter time to do their job.

- #4 - Signing the application "on behalf of the client".

Completed Application

(Fast Track Trips)

#1 - If using a company specific application, have it with you before you have the talk with the client.

(especially on new business applications)

#2 - If a renewal and using the same company specific application - send the prior years to the client & have them indicate any changes - then update and resend for signatures.

It's in Mail

Rule #1- Ask for confirmation of receipt.

Rule #2- Make sure the need by date is clearly understood.

Rule #3- Respond to underwriting requests promptly.

Rule #4- Follow up prior to the need by date.
(Squeaky wheel approach to underwriting)

Rule #5- Expect the unexpected. Have a plan B.

Sealing The Deal

Make sure the proposal you receive from the underwriter has addressed all of the needs identified in your initial discussion with the prospect/client.

Make it about more than just the premium \$.

If you have to go to plan B and go back to the underwriter - get a commitment from the prospect. You can only go back once.

Make it a WIN -WIN
