Initial Meeting Questionnaire

# **Setting the scene**

**The specific purpose of this meeting is to learn a little more about you and your business:** your relationship with your current broker and any special services they provide to you.

**Then share with you the basics of our unique program and the services we provide our clients.** At that point, the two of us can decide if it makes sense to move forward.

As I (my office) shared with you on the phone, **we do have a unique program** for (Lawyers, accountants, architects)

**However, let’s face it: at this point, neither of us knows whether this program will fit the needs of your business.** Nor do we know if you’ll qualify for the strict underwriting guidelines this program demands.

# **Background Questions**

1. Tell me a little about your business?
   1. How did you get started?
   2. How long have you been here?
2. What are your main products/services?
   1. who are your customers?
   2. What do they demand of you?
3. What are your: Annual sales?
   1. # of Employees
   2. # of Years in business
4. What success have you had?
   1. Any setbacks?
   2. 3 Yr. Goals?

# **Audit Questions (Questions to be developed)**

1. Business interruption
2. Corporate travel
3. Cyber
4. Liability
5. Motor
6. Property damage
7. Crime
8. Professional indemnity
9. Management liability
10. Equipment breakdown

# **Existing relationships Questions**

1. Who handles your insurance and risk management needs now?

Name: How Long? Broker:

1. Does your current broker have expertise in your type of business or are they general practitioners?
2. What do you value most about your current insurance program & broker relationship?
3. Why did you purchase from them in the first place?
4. Have they lived up to your expectations?
5. What is the one thing they could have done better to serve your needs?

# **Identify Roadblocks Questions**

1. Is there anything in the current relationship that would stop us from doing business?
2. If I can show you a better program, with greatly enhanced expertise and services, at a competitive price, could you see yourself replacing your current broker?

# **Differentiation Questions**

**I’d like to ask you a few questions about the services provided by your current bro**k**er** and compare this to the normal services we provide our clients:

1. What normally happens during the quarterly update meetings you have with your current broker?
2. How often does your assigned Customer Service Representative from your broker come out and meet with your counterparts here at your business?
3. What was the last type of educational seminars, such as Employment Practices Liability or Drug-Free Workplace, which your broker ran for you and your team?
4. When your broker completes the quarterly Claims Update and Management Meetings, who from your company attendees and what normally gets completed?
5. When you submit a claim to your broker, do they process it the same day and send you written confirmation of their actions?
6. What procedure do you and your broker have in place to guarantee that the insurance requirements are reviewed for every contract you may enter into?
7. How many recommendations were there in the Annual Risk/Loss Control Survey your broker completed in each of the last three years?
   1. What per cent have you implemented?
8. How many items normally wind up on the mutual Action Plans following your annual Stewardship Report from your broker?

1. When you had your last meeting with the broker MD, what came of it?
2. Have you ever received any surprises from your brokers, such as
   1. a large additional audit
   2. an uncovered claim
   3. late renewal with the big increase
   4. or anything else?

# **Establishing Objectives Questions**

1. In having me review your insurance & risk management needs and program, what is the outcome you are looking for?
2. At the end of this process, what would you like to see happen?
3. Other than the issues we’ve already discussed, and other than price, what else would you like me to fix about your current program?
   1. Claims?
   2. Certificates?
   3. Service?

# **Next step Questions**

1. Assuming three things:
   1. That we mutually agree to move forward to the next appointment
   2. You’ll qualify for the strict underwriting guidelines this program demands
   3. That I can solve all the problems we’ve discussed, which I don’t know if I can, plus provide solutions to any other problems we discover during the Risk survey.
2. where would we need to be from a premium standpoint in order for us to do business?
3. Most brokers probably provide you with an “Apples to Apples” quote. (By the way, how many brokers will be looking at your account?)

**Our approach is one of the Presentations of Solutions and Best Options.** Allow me to explain the difference (Overview of how you work)

# **Closing**

**What is the decision-making process** you have to determine who your broker will be?

**Based on our discussions, I can tell you that I have an interest in working on your account.** Normally, the next step in the process is the completion of the Risk Survey (By the way, didn’t you mention your broker hasn’t done one of these in years?).

**During this meeting, we’ll review all of your exposures, your “risk tolerances”, and the value-added services you should demand from a broker.** The outcome of that review will be one of two things.

1. I’ll either tell you to stay where you are (Although I may make some fine-tuning recommendations)
2. or we'll agree upon some specific problems to be solved. If there are some problems, I’ll then go to my underwriters and attempt to solve them for you.

Does that seem fair to you?

**One of the keys to my firm performing for you is the insurance companies to whom we present your account**. We have many companies we could use on our account. However, from a coverage, services and pricing point of view, we have had the greatest success with the following companies.

**I ask that you allow my firm the exclusive rights** to represent you to these companies. (Have market assignment letter signed).

**What You Can Expect f**rom (….)

• Expertise in Your Type of Business

• Legendary Team Service

• Formal Client Service Schedule

• 24 Hour Claims Service

• Etc, etc, etc.