

# Selling in *Uncertain Times*

We're always looking for new ways to help our agents succeed. So, we recently commissioned a global survey of businesses and consumers to understand their main concerns and needs in today's challenging market conditions.

We're now sharing insights from that survey with you, which we hope will be helpful during your upcoming sales negotiations.

## Key headlines

98% of Indonesian businesses and consumers consider events (such as pandemics, economic pressures or civil unrest) when considering their future. This uncertainty means that 95% of respondents are more price-sensitive than they were two years about buying insurance, which makes selling to them more challenging. However, such situations make 96% of businesses and consumers more open to speaking to experts/advisors to reduce uncertainty. Plus, 97% said they'd be willing to pay more for insurance if the net value (e.g. protection, guidance etc.) exceeds the premium they pay.

These factors present strong opportunities for insurance agents and brokers.

## Seeing from your clients' perspective

96% of respondents said they wanted their agent/broker to empathize with them and see the world from their point of view. Your clients may share the concerns uncovered in our survey, so these topics could act as useful conversation starters and inform product suggestions.

## Top concerns

| Businesses                |     | Consumers                 |     |
|---------------------------|-----|---------------------------|-----|
| Pandemic-related concerns | 74% | Pandemic-related concerns | 60% |
| Economic uncertainty      | 62% | Health concerns           | 58% |
| Business stability        | 47% | Economic uncertainty      | 43% |

## We're here to help you succeed

Explore the global survey results and discover value-added selling techniques to reinforce your approach — thanks to our partnership with selling expert Paul Reilly, author of the books Value-Added Selling and Selling Through Tough Times.

Explore more resources and download our global report at [www.chubb.com/id-en/partners/selling-in-uncertain-times.html](http://www.chubb.com/id-en/partners/selling-in-uncertain-times.html)

Turn over for further valuable insights

In Indonesia,  
we surveyed...

150  
decision-makers  
in small-to mid-  
sized businesses

100  
consumers

Globally, we  
surveyed...

2,250  
decision makers  
in small-to-mid  
sized businesses

1,000  
consumers

15  
countries



# How to offer reassurance *during uncertain times*



## Be aware of price sensitivity

85% of respondents said that they would want their broker to find the cheapest option or alternative during a crisis. Seek to better understand the pressures your clients may face and empathize with their situations.

## Be there for your clients

97% of business decision-makers said they'd want their agent/broker to advise them on how to protect themselves before any potential crises occur.

## Make it personal

98% of respondents said they want their agent/broker to offer them personalized products and services that suit their needs during a crisis. So, always highlight how you've aligned your solution with their needs when you present to clients.

## Looking forward

# 77%

**Reputation was the number one factor for respondents when choosing a new agent/broker.**

If you're pitching for new work, bring examples to show prospects how you've delivered exceptional results for other clients. protection behind their upcoming plans.

**of respondents said they remember their broker's name without checking their phone or email.**

Don't be one of the forgotten names. Keep demonstrating your value to stay top of mind.

# 93%

**Good communication (66%), responsiveness (66%) and trustworthiness (61%) were the top benefits of working with an agent/broker.**

Live up to your clients' expectations by being reliable, thoughtful and eager to solve clients' problems.

**of respondents would pay more if agents could make recommendations on how to avoid losses.**

Be the expert voice they want to hear. Understand your client's business to provide them with insights into loss mitigation and their current level of vulnerability.

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