

Small Business Spotlight: Talking Points for You

To help you grow your book of business in our Spotlight sectors, we've highlighted the most relevant information to discuss in meetings with your small business customers.



The elevator pitch: how to sum up the Chubb offering

“

Right now, I'd like to put the spotlight on Chubb's small business insurance.

Chubb offers tailored coverage for fast-changing industries. Its insurance solutions are designed to go beyond the needs of your business today, so that tomorrow, you have the protection you need.

”

Step 1: Open the conversation

- Mention that small businesses like your customer's often have to adapt to changing circumstances and customers' needs. Especially in uncertain times like these.
- Plus, highlight that their business may have changed internally, too. You could mention things like: staff growth, location changes, remote working, product innovation, or new software capabilities.
- All these factors can expose businesses to new risks and change their coverage needs. So it's really important to conduct an annual business insurance review.
- As you review your customer's evolving risk profile, you can identify potential coverage gaps to fill with additional insurance options. As a result, your customers will have smarter, more cost-effective protection.

Get your small business customers in the spotlight

Start quoting by logging into Chubb Marketplace. For more information, contact your Chubb Small Business territory sales leader.

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Step 2: Drill down into the coverage

Technology companies

Mention that Chubb can help meet technology businesses' complex and ever-changing needs – protecting them against today and tomorrow's risks.

That's because your customers can create customized, robust protection from our broad range of solutions.

This includes: an automatic blanket limit of 14 property coverage options, general liability enhancements, and DigiTech® Enterprise Risk Management – for cyber and technology E&O coverages, loss mitigation, and incident response services.

Additional coverage options that align with small technology businesses include:

- **Research and development property**
Protects more intangible things like plans, prototypes, formulas and intellectual property.
- **Enhanced 'Business Income' definition**
Improved cashflow for operational and payroll expenses.
- **Installation insurance**
Protects business property while it's being stored or used on-site.
- **Temperature or humidity change**
e.g. Perishable goods are covered if the thermostatic system fails.
- **Valuation**
Raw materials and merchandise are reimbursed at market rates.

Manufacturers

Mention that manufacturing is an industry with diverse risks that are constantly evolving.

To help protect your small manufacturers' bottom line from the financial consequences of an insured loss or lawsuit, Chubb offers specialized insurance solutions.

It provides unique coverages as part of their Business Owner's Policy, such as multiple property and liability features.

Chubb BOP for manufacturers also includes:

- **Research and property development**
Protects more intangible things like plans, prototypes, formulas and intellectual property.
- **Contamination coverage**
Chubb will pay for finished goods that become contaminated.
- **Product recall and replacement**
Coverage for reasonable expenses after a recall incident.
- **Temperature or humidity change**
e.g. Perishable goods are covered if the thermostatic system fails.
- **Valuation**
Raw materials and merchandise are reimbursed at market rates.

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Step 2 (cont'd): Drill down into the coverage

Professional services

Explain how professional services businesses operate in a fast-paced environment. And they're constantly at risk of being sued over the services they're providing.

From a failure to deliver the results that the customer expected, to charges for personal property damage or injury, small businesses are exposed to unpredictable threats every day.

To help guard against some of these risks, Chubb Small Business offers a strong insurance solution for this sector.

Chubb BOP for professional services also includes:

- **Employment practices liability**
Tailored coverage to offer better protection in a rapidly evolving legal landscape.
- **Privacy liability**
Protection against the fallout of a data breach, regardless of data format.
- **Client property theft**
Includes protection for their customers' property, with no time limit and broad coverage across many countries.
- **Hire non-owned auto**
Liability coverage where staff use their own vehicles for work.
- **Broad professional liability coverage**
Insures the fallout of an errors and omissions claim made by one of their customers.

Step 3: Close the deal

If they seem interested right away

Draw attention to the ease of quoting with Chubb and how with our advanced technology we can generate a quote and bindable proposal quickly.

If they need a bit more persuading

Cover some general selling points about Chubb, including the quality of its coverage and service:

- **World's largest publicly traded P&C insurance company.**
- **Extensive coverage at competitive rates.**
- **A fast, focused claims team.**
- **Superior underwriting expertise.**

You could finish up the conversation by saying that your customers work hard to grow their business — so they need an insurance company that works just as hard to grow with them.

Ultimately, Chubb's long-standing tradition of excellence makes us an easy and wise choice.

Remember to highlight our other lines of business available

Umbrella | Workers' Compensation | Commercial Auto | Cyber | Management & Professional Liability | Foreign Package

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