Renewal Review Call Prep

Trusted Choice
INDEPENDENT INSURANCE AGENTS

AGENCY PERFORMANCE PARTNERS

AGENCY STANDARDS		
$ Rate Increase Flag:	% Rate Increase Flag:	EPLI Coverage:
Cyber Liability Coverage:		Agency Name:

PRE-CALL CHECKLIST - *Complete details before the call*		
Client Name:	Agent Name:	Date:

Contact Information for Insureds:

Name	Cell	E-mail	Role	Notes

☐ Check task activities, important notes and download:

☐ Check Claims:

Policy	Last Term Premium	This Term Premium	% Rate Change	Payment Type
	$	$	0 %	
	$	$	0 %	
	$	$	0 %	
	$	$	0 %	
Total:	$ 0	$ 0	0 %	

FEIN:

☐ Yes ☐ No

If in E&S is it eligible for the admitted market?

☐ Yes ☐ No

Personal lines with the agency:

☐ Yes ☐ No

Other businesses insured with agency?

☐ Yes ☐ No

Group benefits with the agency?

☐ Yes ☐ No If yes, check MG System relationship is set up

Life insurance with the agency?

☐ Yes ☐ No

Classification:

Description of Services:

Check company website and social media for any updates an underwriter may catch:

	Inland Marine	General Liability	Property	Misc. Prof Lines	E&O	Cyber Liability	EPLI	Worker's Comp	Comm. Auto
Insured Has Policy									
Deductible									
Limits									

LEAVE ANY NOTES HERE FROM THE REVIEW YOU WANT TO MENTION

MAKE THE CALL

CALL RESULTS

VOICEMAIL *(Remember use professional voice)*

Hello, this is______________________________from ______________________________. I am the insurance agent on for your **POLICY TYPES** with **COMPANY Name** and wanted to let you know that I was reviewing your insurance policy and had a few items I wanted to go over with you, this week. Please call me between **8:30 and 5:30**, this week or email me a time that works to contact you, I can review your options with you. Thank you for your business!

☐ Sent Email ☐ Sent Text ☐ Documented Call

CALLED BACK *OR* CALL CONNECTED

☐ **Introduction & Rapport: Introduce yourself as their agent** - *"Good Morning Mrs. <u>Last Name</u>. This is ______________________________, your insurance agent from ______________________________ Insurance Agency. I hope you are well today."*

☐ **State the reason for your call** - *"I'm calling because your <u>policy name</u> with <u>company name</u> is coming up for renewal and we wanted to make sure we have all the most up-to-date information for your protection and to maximize your discounts."*

☐ **Obtain updated contact information** - "Ok, let's get started. I only need a few minutes. Is this the *<u>best number</u>* to reach you? Is this the *<u>best email address</u>* for you? Can you confirm this is *<u>your mailing address</u>*? In the event we need to reach you, what's the best secondary phone number and email address?" **(Hint: don't ask for the information; instead recite what you have on file and ask them to confirm it!)**

Name	Cell	E-mail	Role

NOTES

REVIEW

General Questions

1. Have you changed or started offering any new products or services?

2. Do you have any new business partners?

3. What are your annual sales?

4. Have you moved, expanded or decreased your office space? Have you added any new locations or remote workers?

5. Have you purchased any additional property?

6. Have you purchased or sold any equipment?

7. Do you serve on any boards?

   Coverage and Cross Educate tip: This is the opportunity to review D&O Insurance.

8. Are you doing business in any other state?

Commercial Auto

1. Have you recently purchased or sold any vehicles?

2. Review Driver List

4. Deductible - *"If you had a loss, what is the highest deductible you would be comfortable with?"*

Business Property

1. Are you accepting credit card payments and or storing customer's personal information?

Coverage and Cross Education Tip:
Storing any client or employee information opens up risk. Make sure to review cyber liability.

Coverage Review

	Inland Marine	General Liability	Property	Misc. Prof Lines	E&O	Cyber Liability	EPLI	Worker's Comp	Comm. Auto
Insured Has Policy									
Deductible									
Limits									

Recommendations

It looks like we can move you into a standard market what this means is you can generally get better coverage and savings. With these updates I am going to review those options for you next.

1. Check Relationship first to see if we have personal lines. May one of our personal insurance specialist contact you?
   ☐ Yes ☐ No

2. Do you currently have life insurance?
   ☐ Yes ☐ No

3. Do you currently offer group benefits to your team? If so we can have our benefits specialist call you.
   ☐ Yes ☐ No

Policy	Last Term Premium	This Term Premium	% Rate Change	Payment Type
	$	$	0 %	
	$	$	0 %	
	$	$	0 %	
	$	$	0 %	
Total:	$ 0	$ 0	0 %	

☐ **Next Steps**: *Confirm the date and time you will be back in touch with any of the following – remember we should set an appointment with them:*

- Changes: ____________ Notes: ____________
- Cross Selling Quotes: ____________ Notes: ____________
- Remarkets: ____________ Notes: ____________

List any personal details gathered (pets names, kids names, vacation spots, hobbies) this will make future calls more personal!

☐ **Thank them for their business:** *"I want to let you know how much we appreciate your business. We know you have insurance choices, so if you ever need anything be sure to call us first so we can take care of you."*

☐ **Referral:** *"We love helping people just like you, if you know anyone who needs help with their insurance please have them call me."*

MANAGEMENT SYSTEM

QQCatalyst, AMS360, Hawksoft, Ezlynx & Other

Account Review	Used to close out the suspense/activity that initiated the Account Review
Account Review Attempt	Attach your Call Sheet to this activity, you would use this if the client does not answer and you leave a message. Then send the appropriate Left Voicemail Email.
Account Review Bad Contact	Attach your Call Sheet to this activity, you would use this if the client's number has been disconnected or the number in file is incorrect.
Account Review Contacted	Use this when you get the client live on the phone. Use this activity to create a suspense/open activity of any other items you need to follow up on.
Account Review Call Back	Use this code to document the notes from a client who returned your renewal review call. Use this activity to create a suspense of any other items you need to follow up on.
Increase	Use this code when you increase coverage
Remarket Quote	Use this when you quote a remarket. Attach the quote to this activity.
Remarketing Success	Use this when you get a signed app on a remarket. Attach the new signed app to this activity.
Account Round Quote	Use this when you quote an account round. Attach the quote to this activity.
Account Round Success	Use this when you get a signed app on an account round. Attach the new signed app to this activity.
**Previous Reviewed All <10 months	Use this when you have already successfully completed an account review less than 10 months ago.

Epic & TAM

Account Review	Successful	Account Review Call made and the person was contacted
Account Review	Unsuccessful	Attach your Call Sheet to this activity, you would use this if the client does not answer and you leave a message. Then send the appropriate Retention Email.
Account Review	Unsuccessful-Bad Contact	Attach your Call Sheet to this activity, you would use this if the client's number has been disconnected or the number in file is incorrect. Then send the Bad Contact Letter in the mail and add a "tag" to the account that updated contact information is needed.
Increase	Successful	Use this code when you increase coverage
Increase	Unsuccessful	Use this code when you recommend coverage and the client declines it
Remarket	Successful	Use this when you get a signed app on a remarket. Attach the new signed app to this activity.
Remarket	Unsuccessful	Use this when you remarket an account but they stay with the current carrier
Account Round	Successful	Use this when you get a signed app on an account round. Attach the new signed app to this activity.
Account Round Success	Unsuccessful	Use this when you quote an account round but they don't move forward with the quote
**Previous Reviewed All <10 months		Use this when you have already successfully completed an account review less than 10 months ago.

DOCUMENTATION

Document Call in Management System ☐

Total Increases: ______________________

Total Cross Sell Opportunities: ______________

REMARKING REVIEW

$ Rate Increase Flag:	% Rate Increase Flag:

NOTES

Was there are recent endorsement:

☐ Claims ☐ Payment history ☐ Discount or credits fall off? ☐ Natural Disasters ☐ Did the business grow?

☐ Commercial Auto: Driving record ☐ Property: Roof Age ☐ Property: Last RCE

REVIEW DISCOUNTS

☐ Bundle ☐ E Bills ☐ Deductible ☐ Payment (EFT/Pay In Full)

☐ Safety Equipment ☐ Security System ☐ Loyalty ☐ Claims that can be closed

☐ Groups/Associations ☐ Employee Manual ☐ Safety Training

REMARKING GUIDELINES

☐ Property: Property Condition

☐ Auto: Driving History

☐ Changes in Business Activities

☐ Open Claim

☐ Minimum Premium Standard to remarket?

☐ Monoline - work to get the other line

☐ Does the agency want to keep them?

NOTES

AGREEMENT WITH CLIENT

☐ How much would you be looking to save to change insurance carriers?

Property: If we do move insurance companies, that new carrier will send an inspector to review your property. If they find any issues, you will have to repair them for the carrier to stay on your policy. This could be as small as patching some paint or as big as a new roof. Before we begin, are you comfortable with an inspection and the risk of having to make home updates?

☐ Yes ☐ No

REMARKETING DETERMINATION

☐ Yes ☐ No

Why?

☐ **Book an appointment with the client to review their options** Date: ____________

EPLI

NO CURRENT COVERAGE

“No problem, as your business grows it’s important to understand your insurance options to protect your growing business. EPLI covers any employment practices liability claims, this can include pregnancy discrimination, sexual harassment illegal background checks, unpaid interns, general discrimination and more. I think we should get started on a quote just to show you your options. How many employees do you have?“

Cyber Liability

“No problem, as your business grows it’s important to understand your insurance options to protect your growing business. Cyber liability insurance is designed to mitigate risk exposure by offsetting the costs involved with recovery after a data breech. I think we should get started on a quote just to show you your options. Tell me, do you take credit cards?

***COVERAGE WITH ANOTHER AGEN*T**

“We should review your coverage just to be sure it matches your current policy limits. Also, by combining insurance often times you can get a discount.” (Just lean into getting the information) IF THEY SAY NO (GET TO 2-3 NOS)

“I know that it may seem like Cyber Liability Insurance is another expense, however data breaches can often have extreme costs associated with remedying the situation. Unfortunately this can often bankrupt small businesses. We just at least review your options.”

Commercial Umbrella

MAKE THE RECOMMENDATION

“In reviewing your account I want to make a few recommendations. Because your business is growing we always recommend additional liability coverage. Where do you have your commercial umbrella insurance?”

NO CURRENT COVERAGE

“No problem, as your business grows it’s important to understand your insurance options to protect your income. Commercial Umbrella insurance is designed to protect the business in the event their current policies reach their limits. Let’s review your options.”

COVERAGE WITH ANOTHER AGENT

“We should review your coverage just to be sure it’s enough coverage. Since your business has grown most likely you will need more coverage.” (Just lean into getting the information)

IF THEY SAY NO (GET TO 2-3 NOS)

“I know that it may seem like commercial umbrella Insurance is another expense, however if your business was sued and your current policies reached their limits the business would still be held liable. We should just at least review your options.”