

Newsletter

September 2013



Melbourne Cup Carnival incentive update & photo competition winners

We had some amazing entries for our photo competition - thank you for all of the stores that submitted a photo.

It was a tough call selecting the winners and there were some that were absolute crackers. Our winning entry has won an easy \$500.

Tips and hints

For your tips and hints for getting ready for the Melbourne Cup Carnival, make sure you keep up to date with the weekly 'How to with Dan: Melbourne Cup carnival 2013'. Each week we are releasing a fun clip for you to watch with the latest instalment 'How to pick a winner'.

We want to see you at Derby Day - How to qualify

Are you on track to join to attend the Derby Day Cover-More Winning Post Marquee? It's too easy to qualify just be:

- Group 1 – Consultant results per group x 3
- Group 2 – Top agency per group per category x 9
- Group 3 – Most improved agency x 3

Your Cover-More BDM will also be in contact with you shortly to provide you with an update on how you are tracking through this incentive. In the meantime, if you have any questions, please don't hesitate call them (or email incentives@covermore.com.au). Your BDM wants to work with you to help you earn your place at Derby Day.

Hear from our team



1. What is your name?

James Dun

2. Tell us what your role at Cover-More is and describe what you do?

I am the State Sales Manager for Victoria & Tasmania. I manage the very talented Team of BDMs in Vic & Tas.

3. We know you are a recent addition to the Cover-More team, can you tell us a bit about where you came from?

I have recently moved from Qantas, where I spent the last 18 years in various different Sales Roles in Sydney and Melbourne looking after both Travel Industry and Corporate Customers.

4. Why Cover-More?

Cover-More is a highly respected player in the Travel Industry with a bright future ahead.

5. What is your number 1 sales tip for consultants?

Travel insurance is as important as your passport. Travel Insurance is not the sexiest of products and everyone hopes they never have to use it, but you can never leave home without it.

6. What's the best thing about working with the Sales Team?

The enthusiasm to make a difference, and the real belief that the Cover-More Team Save Lives every day.

7. What's the best thing about working at Cover-More so far?

The great reception that I have had from internal and external stakeholders.

8. Why do you believe travel insurance is so important?

You never know when you will need it.

9. Tell us about your team?

My Team is a highly dedicated, enthusiastic group of individuals who strive to deliver exceptional Customer Service.

10. Finally, just for fun, who is your favourite band?

I have moved on from The Wiggles ...and now enjoy listening to Coldplay or Prince depending on my mood.

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Case studies



Sky dive accident

Europe

One of our young customers was travelling through Europe recently with a friend. She was out enjoying the sights and experiences and decided to go skydiving.

Being a first time jumper, she was harnessed to the instructor for her tandem jump.

Not long into the descent, the cord became entangled around the instructor's neck which caused him to pass out through lack of oxygen. As a result, he was unable to control the descent.

The customer did what she could and managed to release the emergency parachute, however, she was not able to land smoothly. As a result, she suffered severe damage to her spine and hip when she hit the ground. Unfortunately, the sky diving instructor did not survive his injuries.

Our customer required immediate surgery and will need ongoing support for her recovery from the serious injuries she sustained.

We covered her claim in full and recently flew a family member to be with her during this difficult time. Once she has recovered sufficiently enough to travel, our Emergency Assistance team will begin the process of repatriating her home, so she can continue her recovery in Australia.

Sales tips

Providing customers with a choice of excesses at quoting time will win more sales.

Most successful consultants offer all three excess options \$Nil, \$100 and \$250 with every insurance quote. This empowers the customer to have a choice of prices. Their decision is based on, not if they should take the policy, but which excess best suites their personal needs.

Offering an option of excesses gives a variety of price points and highlights to the customer the impact on a claimable event. Varying the price point using excess offering may remove the need to discount.

When given the choice, the vast majority of customers upsell themselves to a lower excess level (\$Nil or \$100) which provides them with improved conversion and increased revenue for the agency.

Successful consultants understand that insurance should always be touched on several times during the sales process and discussing excess options is an easy lead in that can be explored.

Please be aware that the excess is the first amount of a claim which will not be paid for. The excess, if applicable, applies to any claim arising from a separate event in respect to benefits 1-5 & 9-10.



HOT TIP

When competing with online or credit card travel insurance products, always highlight to the customer the ability to offer a choice of excesses – the majority of other products have a built in excess that cannot be reduced.