

SELLING TIPS for CYBER INSURANCE

1 Create Awareness

Make your client aware that Cyber Risk is a real threat to businesses of all sizes – it's as real as fire or water damage, and possibly even more likely! This can be done by sharing recent claims examples (Forward Insurance Managers Ltd. has a sample claims document you can utilize to assist).

2 Give a quote

Show how cost-effective cyber insurance can be by providing a price quote without having to fill in an application form. All you need is the business' annual revenue and industry group – the JET platform allows you to obtain a conditional quote in 2 minutes.

3 Explain the value

Ask your client to quantify the cost to their business if a Cyber event occurred. Then compare that to the premium.

Also, for smaller businesses, the Forward Insurance Managers Ltd. policy comes with free security software. In many cases, the included software would cost more to purchase stand alone than the insurance premium.

Visit www.forwardinsurance.ca for claims examples, a glossary of common cyber terms, and to access the JET platform for instant Cyber Insurance quotes and policy issuance.



Forward Insurance Managers Ltd.