

# 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.

Visit [www.forwardinsurance.ca](http://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.