

„Elevator Pitch“

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**Communication
determines
success.**

Our daily life




YOUR GOAL:

Convince
people in a few
minutes!

YOUR CHALLENGES

1. **Standing out** from the crowd
2. **Insurance** seems to be a **boring** subject for them
3. **No budget**
4. Think the **risk** exposure will **not affect them**
5. The client has agreed the meeting but is **short on time**, has lost the interest, but the meeting is happening, how to convince him for a cooperation?
6. Businesses **lack of understanding** of our insurance product and making insurance seem compelling



WHAT TECHNIQUES YOU USE TODAY

1. Using a **case study** or real examples
2. To generate **empathy** with the Client
3. Emphasize our **experience** and **time** in the Market.
4. Talk about the gap in their risk management and the potential exposure and **cost they will face**
5. Using a **slogan** like “global broker expertise, local broker service”
6. I am not sure, if I do have any at all...

3 COMMON PITCH MISTAKES

Mistake #1

**Marketing language
instead of
everyday language**

Example

When your clients are going global or dreaming about it, it is important for you, as a broker, to be able to support them everywhere. UNIBA Partners is the worldwide platform for Independent brokers which operates seamlessly across 130 countries. By becoming a member, you have access to our tech resources, centers of competence and contacts directory. You can instantly help your clients retrieve valuable information from abroad, all while establishing fruitful connections with our other Partners. Why seek international help from large corporations which focus on themselves? UNIBA Partners goes the extra-mile to help you and your clients thrive.

Mistake #2

**Promises without
numbers**

Example

Do you have a Trusted & Caring Partner You can Count on to Improve your financial well-being?

At Indwe we are a **leading** Personal, Business and a Specialist Risk and Insurance Advisory Business.

We deliver comprehensive needs analysis, quality risk advice and solutions from the relevant Insurance markets. We are the **perfect** partner to advise you on the **best** products and services available through South Africa's major insurers, and how these can be tailored to your specific requirements. When it comes to ensuring that your personal assets or business is fully protected against life's unexpected twists and turns, Indwe provides the kind of professional advice and support that allows you peace of mind knowing that a team of experts are consistently watching over your personal and business assets, proactively identifying and assessing any risks and providing appropriate cover. Indwe is committed to providing **exceptional** insurance, backed by internal expertise, placing us in a **unique** position to cater for your specific requirements.

Mistake #3

**Not creating
authority**

Example

Many businesses provide goods or services on credit terms to facilitate trade. However, credit terms present a risk to your business: If a customer defaults, invoices may go unpaid.

Non-payments can be devastating to the balance sheet. Trade credit insurance provides businesses with protection against the risk of debtor default due to insolvency or non-payment, and the confidence and security to trade on credit terms. It offers vital reassurance that should your customers fail to pay their debts, you will be indemnified.

Your business is unique, and so is your policy. Whether you're an SME, or a multinational corporation, **we provide** bespoke insurance solutions that best meet your requirements.

No matter what sector you operate in, **we provide** the security you need to trade with confidence. **We** discuss your business' unique needs, assess the areas of concern, and propose the best solutions to minimize these risks.

Example

“**We** help you sleep at night. If you suffer due to fire, flood, slips, trips or falls, theft or cyber attack, **we** will be there to help you. Better still, **we** operate all over the world using our trusted network, Uniba. **We** are insurance brokers, **we** are Thompson Insurances. **We** help you sleep at night.”

Great pitch example

Austbrokers SPT are Corporate Insurance Brokers. We partner with executives to help them stay on top of the ever-changing risks their companies face in Australia and Internationally. Protecting you, your business, your employees, your customers and importantly, your cash flow.

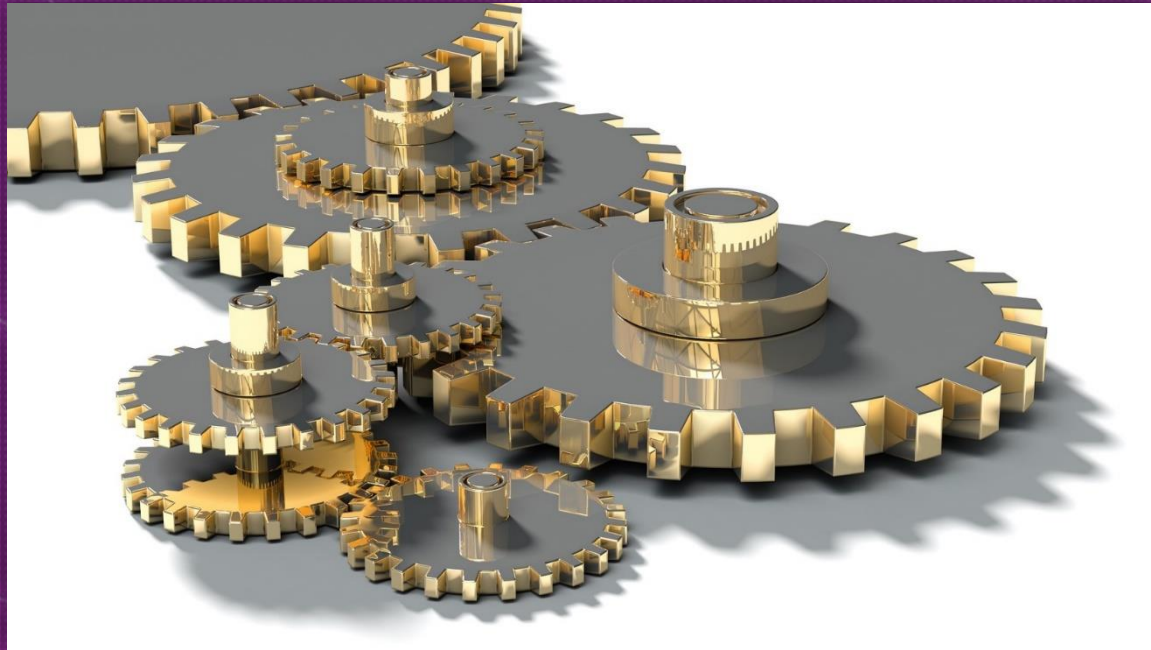
Working with us is like having an extra person on your team. We're able to see potential risks you may not have seen and help you understand your options for managing, minimising or insuring them.

For over 40 years we've managed the **insurance portfolios of large Australian corporates** and can help you too. We get to know your business, anticipate the risks and create a plan to manage them.

Through our connections we're able to tailor insurance to match the needs of your company today and as you evolve.

Keeping you ahead of your corporate obligations and doing a great job of protecting your company from loss.

3 pitch techniques



#1: KISS



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#1: KISS

VR headset is THE public speaking training
of the 21st century!



#2: clear benefits



#2: clear benefits



1. Endless training opportunities
2. Precise feedback by artificial intelligence
3. Cheaper than an in-house training

#3: Storytelling



#3: storytelling



Once upon a time, it was in the 90ies, people practiced their public speaking skills in front of the mirror...

Bonus: On the phone emotion through voice



“20 Best Communication Hacks”
→ Online Course – free for you!!



You'll receive the link in the next few days! 😊