

# BEST PRACTICE

on how to sell Premium Funding to **NEW BUSINESS** clients

## ✓ ALWAYS

- Initiate a discussion about premium funding prior to your clients insurance renewal.
- Highlight how easy it is for them to complete their application online.

## BEFORE INVOICING

### Initiate the conversation

Open discussions about premium funding with your client prior to sending their insurance invoice.

“ You will notice the premium funding option has changed and is now located on the front of your invoice ”

“ You can now complete your premium funding application securely and easily online in just 3 steps ”

## DURING THE INVOICING PROCESS

### Highlight the funding option on the client's invoice

Best practice indicates digital is the most successful invoice delivery method.

Email the invoice to your client and include the DL Flyer on how their invoice has changed.

“ A copy of your invoice has been emailed to you, you will see that the monthly instalment option is now located on your invoice ”

## AFTER INVOICING

### Follow up

Friendly reminder to your client via phone or email promoting the Pay Monthly option and the benefits of funding.

## BENEFITS FOR YOUR CLIENT

- **Cash Flow** – Frees up working capital for higher return income generating opportunities
- **Fixed Interest Rate** – Competitive rates fixed for term of loan, protecting against market fluctuations
- **Tax Deductible** – Interest charges may be tax deductible\*
- **No additional security required** – The insurance premium itself acts as loan security
- **Funding won't interfere with existing finance** – Funding won't impact the ability to utilise an existing line of credit with their bank
- **Real time notifications** – when your client completes the application online they will receive updates automatically when the loan is submitted and approved

## ✗ NEVER

- Assume your client knows premium funding is an option and it is now located on their invoice.