



NEW SERVICE: INSURANCE CONSULTANCY HEALTHCHECK

Thanks to Jim Pitchforth, one of our Affinity Partners, BSA can now offer a new consultancy service to UK businesses, introducing a totally new dimension to how businesses perceive the world of commercial insurance. Jim is a “poacher turned gamekeeper,” having spent many years working in the insurance brokerage business.

Providing strategic support, tailored coaching and vital industry knowledge ensures our clients are able to successfully negotiate the best possible insurance solution for *their* business - prioritising and realising *their* objectives.

Jim is *not* an insurance broker and is *totally* independent. Seeing things from this exciting new niche in the insurance industry allows him to explain exactly how all the key elements in the insurance industry fit together and what *really* drives the recommendations businesses receive from their broker. He also focuses on showing how the overall “insurance experience” throughout the year can be dramatically improved, the benefits that will rapidly follow for the business and also on exploring the many new opportunities to reduce the total spend.

Jim helps clients to interpret what actions the broker is taking “behind the scenes” and the vital impact this has on their success - or otherwise - in generating *real* competition between the insurance companies they approach. This ensures clients can then confidently select the most appropriate broker for their business and that the broker appreciates precisely what type of bespoke service and support package is required and the timescales in which the agreed elements need to be delivered.

Whether it be an audit and working out how to optimise or “fix” the existing arrangements, leading the search for possible new alternative providers or proposing the correct strategies to generate maximum competition from a broker review, Jim can help.

It is important to appreciate that this new service does not conflict with the work of insurance brokers – Jim is not offering financial advice or placing cover with insurers on behalf of clients. Though some clients will deal with insurers on a direct basis, the majority of our clients will have a broker and will need to continue a relationship with one – though perhaps the nature of their relationship may need to evolve following our input...

How to identify who may need these services?

Jim can now help businesses in any UK industry sector that arrange insurance either via insurance brokers or direct with an insurer, with the only criteria being the annual premiums.

As a guide, Jim specialises in working with businesses that have the misfortune to be paying annual “general insurance” premiums of between £4,000 and £250,000. The rationale for this is that companies with smaller premiums will often see insurance as a transactional product, with only price being the decisive factor in the purchase.

Without asking the question directly, it’s not easy to know exactly how much a business pays for their insurance arrangements unless we have sight of the company accounts. The good news is that it should be easy to identify when a business’s insurance is due for renewal though, as companies are required to display a copy of their Certificate of Employers’ Liability Insurance in the business’s reception or in a communal area. This “EL Cert” as it is commonly known shows the current insurer and the renewal date for the business, so if it’s spotted as you visit a client’s premises it can form the

basis of further questions regarding their insurance arrangements and how they feel about the way it is being handled by the broker. (In the majority of cases, all of their insurance policies will have this same renewal date).

Handling Objections...

Unless there has been a recent deterioration in service standards or a breakdown in the relationship with the current broker, the majority of people who have the responsibility for organising the insurance for their business will initially say that they are “happy” with their current broker and that they have no plans for a review.

It could be that this loyalty is simply a result of their broker doing a superb job for them, but it's important to recognise 3 reasons why being happy with their broker tends to be the 'default' response.

1. Businesses will receive literally dozens of enquiries from competing brokers each year, all keen for the chance to be involved in a review. Both the decision maker and their assistant will be well rehearsed at blocking any approaches which they suspect of being along these lines.
2. The choice of the current broker was most probably their own decision, so there's often an understandable resistance to concede that with hindsight their selection of broker was flawed.
3. When a company does decide that it's the right time and is planning to invite competing brokers to be involved in a formal review of their insurance arrangements, they'll typically already have a short-list of possible participants that has been collated from their own business networks or perhaps from experience with a previous employer.

It's important to get past these objections by ensuring that the client appreciates that;

- BSA's associate, Jim Pitchforth, is **not an insurance broker**,
- Jim offers a range of **brand new services** to businesses. “Adding value. Taking away cost”.
- It's a **completely independent** service, with no allegiance to any brokers or insurers.
- There will be **no pressure to move broker**, introduce a broker, or even hold a broker review,
- It will undoubtedly add value and help **improve their experience** of the procurement process.
- There will typically be **no net charge for the work**, as the cost of Jim's work will typically be exceeded by the savings generated across a client's total spend on the programme.
- The first consultation is at **our cost**.

When it comes to the service and support package received from a broker and the strategies they follow that will ultimately drive the proposals received by the client, it's a fact that insurance buyers simply don't know what they don't know...

If a client would appreciate an independent assessment of the current broker's performance, or is planning to hold a formal review at the next renewal and wants to ensure they'll secure the best possible solution – we now have an Associate who would be delighted to help...

How much does this service cost the client?

Typical daily rate charged to the client by BSA: £600-£700 per day plus travel expenses..