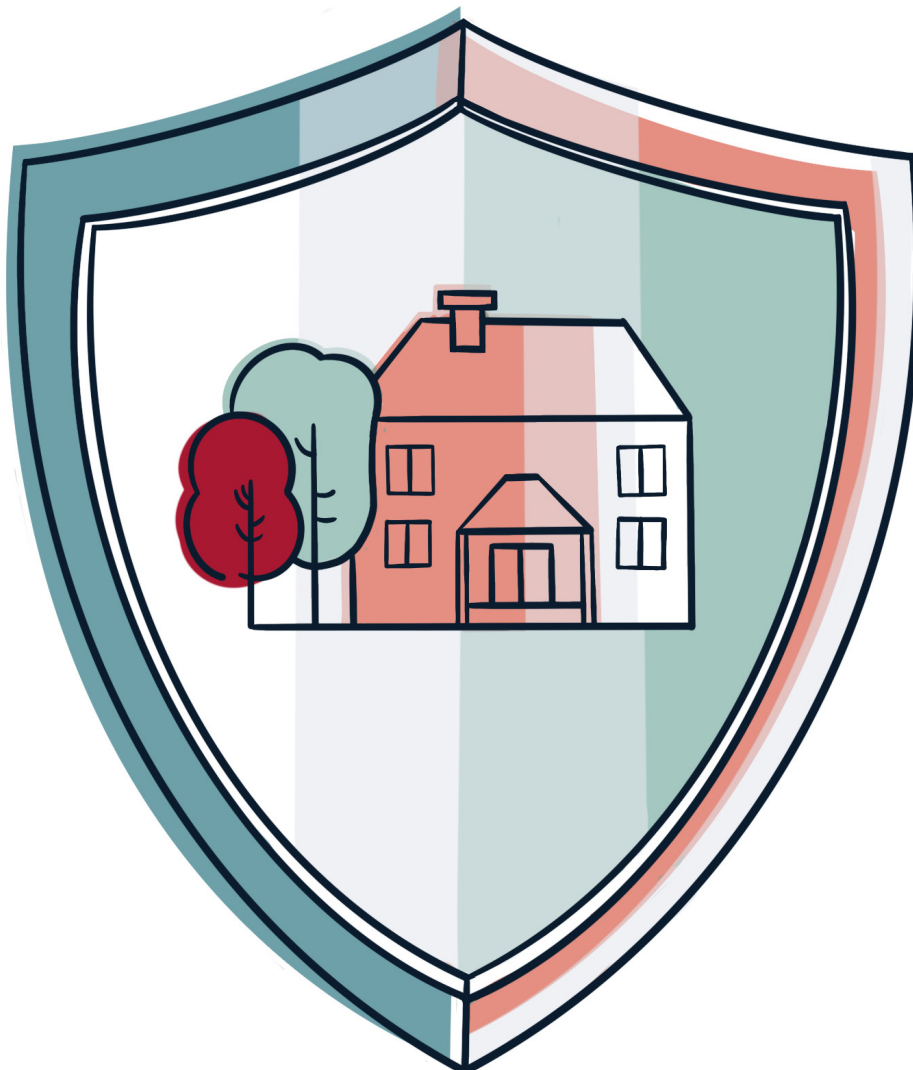




GETTING STARTED WITH

general insurance

Read time: 5 mins



Hello,

For many, business improvements are one of the first things on the to-do list. A good place to start is looking at the areas of your business that you can improve upon or develop. Ask yourself, are you taking full advantage of the opportunities that your business has been presented with? That's where selling General Insurance (GI) fits neatly into the picture.

Often, GI isn't the primary business offering, however, it can become your go-to product, to provide a steady flow of additional income and more importantly, open doors to other more lucrative sales opportunities. If you don't sell GI products to your clients, then your competitors will. This can become the motivation to help your business to thrive.

With input from the brokers who use our platform, we have crafted 6 useful hints and tips to help get you started with GI. Whether you've dabbled with GI already, or are a complete novice, we're sure these tips will prove useful to you and your business.

Don't forget, we're here to help and advise you every step of the way.



6 TOP TIPS

GI AS THE '*M*' FACTOR



Use GI as the motivating factor towards supplementing your worthwhile purchases and essential overheads. These could include office or home improvements, a new car or even additional employees, which leads us nicely on to tip number two...



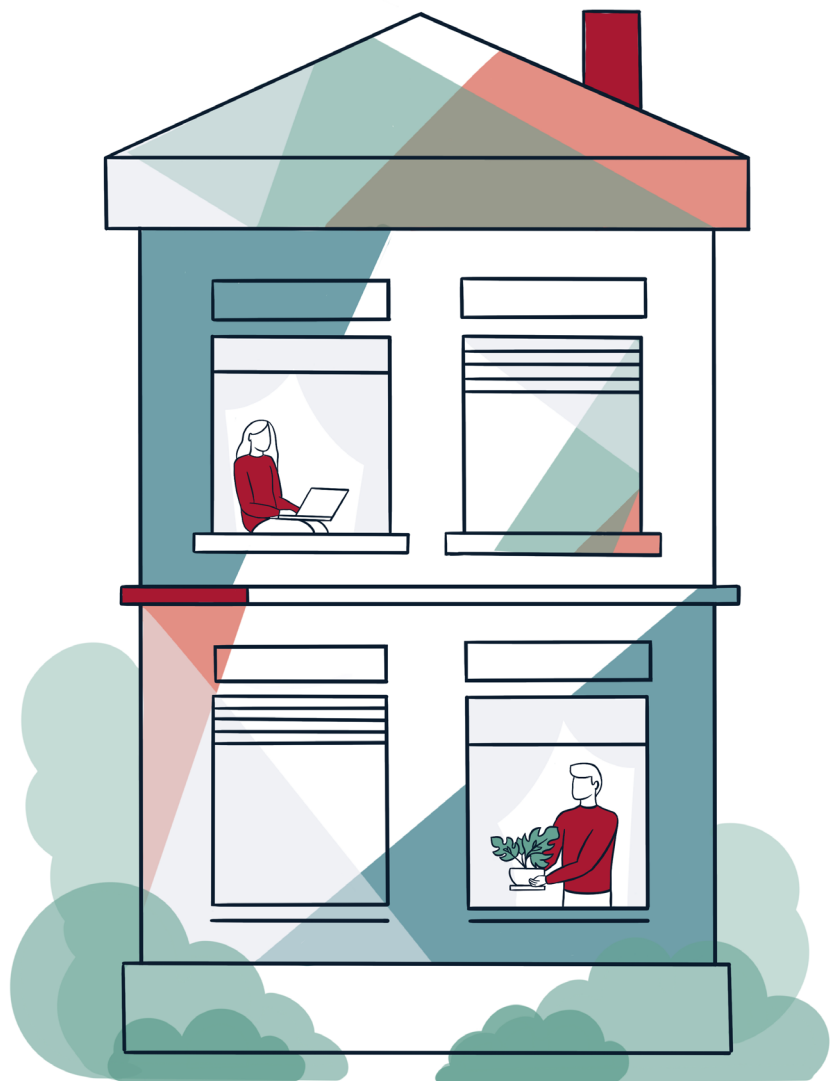
HIRE A '*GI*' SPECIALIST

If finances allow, why not consider hiring a dedicated person to take care of your GI business for you? At Source, we offer full support and training on our products and services and perhaps more importantly, we offer general training of the insurance industry. This has proved hugely successful and is beneficial long term.



THE GI *power* HOUR

Regardless of your resources, the GI Power Hour is suitable for all. Some firms we work with designate a day in the week to taking care of their General Insurance business. This could include re-visiting your backbook or searching for new opportunities! Be sure to add GI to your schedule.





COMPLETE A GI *fact* FIND

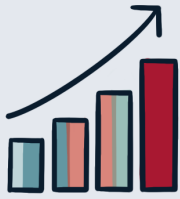
The best way to learn what and whom we are up against, is by completing a simple fact find to discover who the client is insured with, what they are paying and the method in which they pay for it. By gaining this knowledge you could be pleasantly surprised with how easy it is to compete for your client's business.



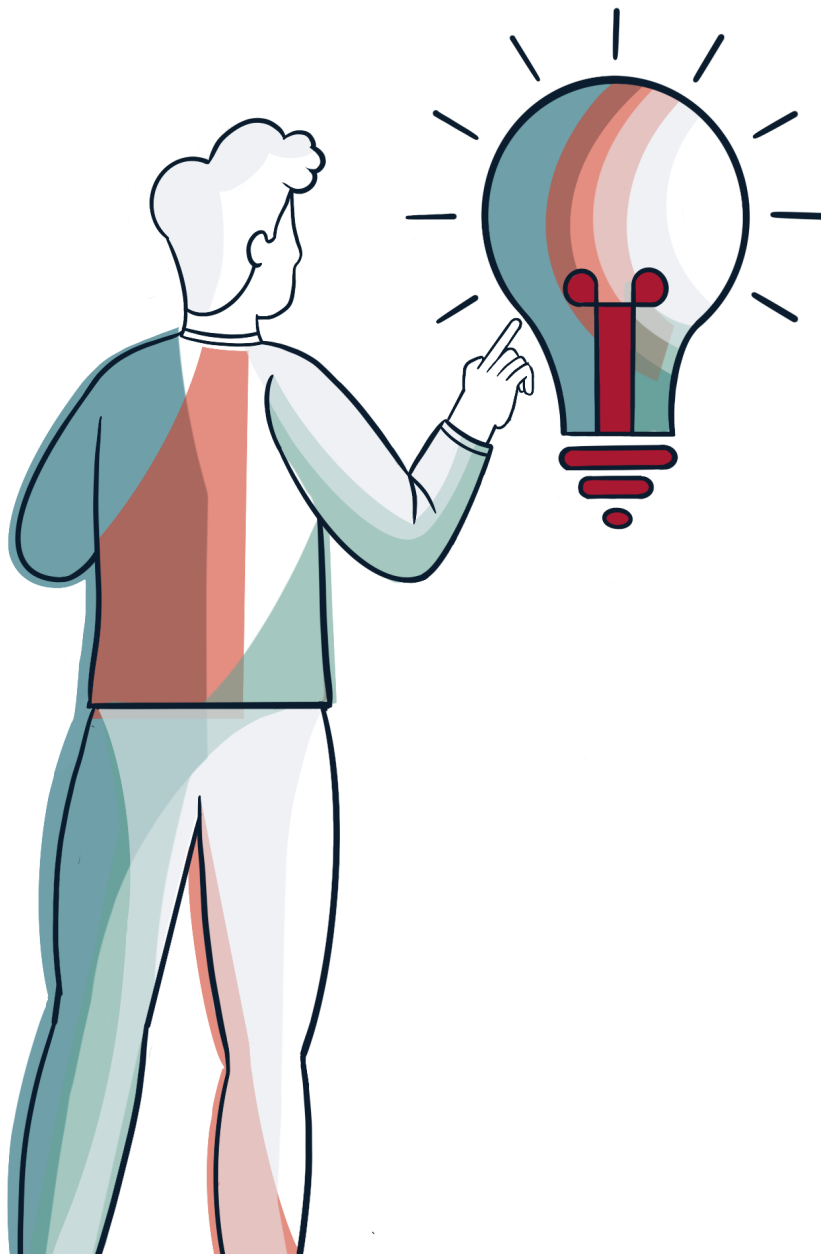
BE A *know-it-all*

People prefer to buy from people that they know, trust and respect. The same rule applies to GI. Aggregator websites are becoming more time-consuming and complicated than ever, whereas the service, advice and experience you can offer your clients, makes decision making much more straightforward.

APPLY THE *maths*



An average household GI case will earn you approximately £100 per year. Consider one deal per week and that's £5,200 annually. What about one case per day? That could be over £36,000 annually. GI becomes extremely rewarding the more time you invest in it. It provides regular income and can build a lifelong client base that return year after year.



GETTING STARTED WITH SOURCE



ADVANCED QUOTATION PLATFORM

Offering access to whole-of-market insurance products from top UK insurers, all in one place. Saving you time and easily allowing you to demonstrate your research.

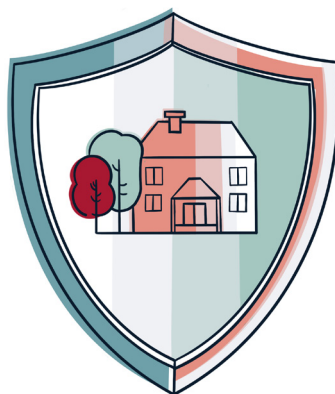
COMPLIMENTARY PLATFORM AND PRODUCT TRAINING

Provided by our team of Broker Support Agents. You'll also be invited to regular industry and soft-skills educational modules, through our LearningLab.



PROACTIVE RETENTION SERVICE

With your permission, we will contact your clients each year with their renewal quote. We will also let them know of any other available cheaper quotes from our panel, in a bid to retain their business, with no input required from you.



Your General Insurance Experts

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