

California Casualty Sales Challenge

Objective:

Gain prospect's commitment for new insurance products. To do this you must assess the prospects current situation and how it has changed from previous conversations. You must have a working knowledge of both home (condo) and auto products. You must be prepared to quote both auto and home depending upon the needs identified from the prospect.

Prospect:

Chris and Jamie. Five months ago, Chris was a member of the New Jersey Education Association. Your colleague spoke with Chris over the phone. At that time, they were apprehensive about change but wanted a lower insurance rate. Because of Jamie's circumstances, a policy could not be written at the time but, assuming things have not changed, they are now likely eligible to obtain an auto policy from California Casualty. Also, from a previous follow-up call, they mentioned that they were looking for a home to buy. However, the NJ market has been tough and you do not know if they are still looking or how their home search is going.

Situation:

The sales representative that was calling on Chris and Jamie is no longer with California Casualty and you have taken over this prospect. You have received the transcript of the previous call to help prepare for your call. While prices have risen, you think you can generate an auto policy that can beat their current supplier. You have set up a fifteen-minute face-to-face meeting at their place to understand their current situation, make your case, and secure business from Chris and Jamie.

Materials:

There are endless YouTube videos to give you general information. For example:

Auto: <https://www.youtube.com/watch?v=81UARCTE6sg>

Home: <https://www.youtube.com/watch?v=3DISPSquWnE>

California Casualty specific information is here: <https://www.calcas.com>

See also the corresponding pdf. containing insurance basics!

TRANSCRIPT

Seller: Hello. Hi, Chris.

Buyer: Hi, how are you? I'm doing fine. How are you doing?

Seller: Good. Good, I'm sorry that I missed your call. Oh, it's okay. Thanks for texting me, to let me know you're free. I just wanted to let you know we're speaking on a recorded line. Okay.

Buyer: Okay.

Seller: I saw that you got a quote from us maybe a year and a half ago. I can just refresh the information and then we can see you know how things are looking for you. Are you still an NJEA member?

Buyer: Yes.

Seller: Okay. And are you just looking for auto or do you own your home? What's the situation there?

Buyer: Yeah. Just auto.

Seller: Okay. Okay. So do you live at 493 West Oakley street still?

Buyer: Yeah.

Seller: Okay. And how long have you lived there?

Buyer: Two and a half years.

Seller: And have you and your spouse both have the same employer the last 12 months?

Buyer: Yeah.

Seller: And so that this would be for you and Jamie?

Buyer: Yeah.

Seller: Okay. Anyone else in the house besides the two of you, that are 14 and over?

Buyer: No. Well, yeah, but they're not driving. Yeah, so I have an 18 year old but he doesn't drive. He doesn't have his permit.

Seller: Okay...

Buyer: and I have a 15 year old but she's not even old enough to have her permit.

Seller: Sure. Okay. So do you guys now have a 2021 Kia Sorento and a 2020 Ram 1500?

Buyer: No, We have our 2021 Kia Sorento and a 21 Kia Forte.

Seller: Okay, when did you buy the 21 Kia Forte?

Buyer: On Monday Actually.

Seller: Okay. All right, congratulations. And then do you have progressive for your insurance still?

Buyer: Yes we still do.

Seller : How's that been working out for you guys?

Buyer: It's okay, we've had them for a really long time. And we're kind of stuck with them because my husband got in an accident, like two and a half years ago. So I was just trying again to see if I could find somewhere else to go. That would be a little bit cheaper than where we're at now. Okay. Especially because since I bought this new car, it's a sedan but it's got like a sports body on it, and my insurance went up like another 200 I think it was \$200

Seller: Do you know what you're paying progressive each six months?

Buyer: Well, it's about \$313 a month. So what's that? 1800 1900 per year?

Seller: Yeah.

Buyer: Yeah. 1900 Okay. So I'm showing you been with progressive since June of 2014. Continuously correct?

Seller: Okay. And is it okay, if we update and look at your motor vehicle report and your financial responsibility?

Buyer: Sure.

Seller: Okay. So did you get your license when you were 17 in New Jersey?

Buyer: I did, Yeah.

Seller: Is that the same with your husband?

Buyer: My husband was like 30 Now he was like 31

Seller: And he's always been licensed in New Jersey?

Buyer: Yes, yeah.

Seller: So, the first time that he got his license he was 30 Yeah, any specific reason or he just waited until he was older?

Buyer: he waited a very long time, no incidents on his record or anything before those last year

Seller: okay, so it's just a couple of accidents that he had recently nothing else

Buyer: that's it. Yeah, That's it. Yeah, well I hit something with my car a couple years ago, but I didn't like follow through with the insurance.

Seller: Okay.

Buyer: Sorry I am going to put the phone down to find my glasses.

Seller: You are fine. I'm just putting in your information. So you're all good. I'm working my way over to getting that new vehicle added. So Jamie is driving the 2021 Sorento.

Buyer: Yeah.

Seller: Does he drive to work?

Buyer: Yeah, of course.

Seller: How many miles is it for him to go to work?

Buyer: That's three miles

Seller: Do you keep both of the vehicles at your address?

Buyer: Yeah.

Seller: Is there any body-damage on either car? I realize they're brand new. So I'm sure the answer is no.

Buyer: No, neither have any damage at all

Seller: Okay, do you keep either one in a locked garage at night?

Buyer: No, we have a driveway. So they're not in the street. But no.

Seller: How many miles is he driving per year?

Buyer: Per year...Just because we have kids, on average, like eight or eight or 10,000? Probably.

It's hard because they are new cars, and don't have the averages. But I want to say probably like eight to 10,000 with driving the kids around.

Seller: Okay. Second car to be the same for you. Are you different than him on mileage?

Buyer: No, I'm just about the same. We have five kids are all pulled in different directions

Seller: Is your forte, an X and SE a GT? Do you know which model you have?

Buyer: An LX.

Seller: Okay. And how far are you driving to work?

Buyer: I go about five miles.

Seller: Okay. No Uber on any of these or anything like that no business use right.

Buyer: Now we're not doing any business with them.

Seller: Okay, so we've introduced a paperless discount. So that's something new that we have. So I'll add that because most of our members like that.

Buyer: Paperless? What is that? Like?

Seller: If you like if you get a policy with us, you can get your policy information via electronic documents.

Buyer: Oh, yeah, fine. Everything online? Yeah, that's the preference these days.

Seller: Okay, so it looks like for your progressive, you've got your bodily injury at 15 / 30 limits.

Buyer: Probably because that's the most reasonable.

Seller: I'll quote this with 25,000 on the property damage the uninsured motorist would therefore be 15 / 30 liability limits, underinsured motorist property damage would be 25,000. And then do you want to go through your health insurance instead of your car insurance for the injuries if you were injured?

Buyer: Sure. Okay. What would save me money?

Seller: And then what do you want for your collision and comprehensive deductibles?

Buyer: I think that they're at 500. Which I like, reasonable for me. anything higher than that I feel like I might not be able to afford, Like on a whim paying out that kind of money, you know what I mean, right? Especially in the summertime.

Seller: Okay. Yeah I understand completely. Another thing that we added is siblings and parents are also eligible for your NJEA teacher member benefit rate.

Buyer: So, oh, my parents, my mom is eligible?

Seller: So yeah, your parents would be eligible for the discounted rates.

Buyer: Very cool!

Seller: So with the coverage limits we discussed, and the deductibles still at \$500 a piece, I will run the premium rate for you

Buyer: is that enough coverage, you know better than I?

Seller: Well, this would cover, damage to somebody else's car, 25000 might not be enough. I can quote you with this limit and we can play with the coverage to see what will make sense from a budget standpoint and adequate coverage too. We've got the deductibles that 500 and I've added towing and roadside and rental car coverage. We also have coverage for your vehicles' contents inside, even if you forget to lock your car doors we can process a claim for theft. We use original factory parts, for claim repairs. No deductible for accidents that are not your fault or caused by an uninsured driver, free windshield repairs on star and chip repairs. We totally guarantee our claims. So with the two accidents that Jamie's had, I guess I have kind of good news and bad news, I'm glad we touched base because maybe we can plan to reconnect in the spring, because I can't cover him with two at fault accidents in a three year period. But both of his accidents are coming off in the spring. And our rate would definitely be better than what you're paying and progressive will still be looking at that driving record in in the spring and still rating you for those accidents, because they look longer at your driving record and rate for longer. So we would be able to do this for like \$264 per month. That would be the equivalent of about 1588 every six months. So that's definitely going to save you about \$800 or so per year.

Buyer: Yeah, so you're saying we can can't be covered? we'd have to wait until the spring. But we could then in a few months?

Seller: I can make an appointment to reach back out to you, and update the rate and see if there's any other discounts that come along between now and then.

Buyer: Okay, that sounds good, I am also apprehensive of switching and leaving my current company so I would like to talk this over with Jamie

Seller: Okay, So that's what I'll do, I'll plan to reach back out to you. Probably in early June, because his first accident doesn't come off until the very end of May. And then the second one comes off in June. So you'll hear from me, like at the beginning of or the end of the school year.

Buyer: Okay. Okay. So you'll plan to reach back out to me in four or five months from now.

Seller: I know it's a little bit of time but hopefully we'll be able to save you some money.

Buyer: OK, well my policy renews next month so I will have to start up with Progressive again.

Seller: OK, we'll when we touch base again we will see how we can help you end that Progressive policy mid-term. Do you pay in full for six months?

Buyer: Yes I pay for 6-months in advance

Seller: Okay. I think we'll be able to do better for you. We just have to wait a little bit. Okay.

Buyer: No it's fine. I am just one to not make decisions like this easily.

Seller: Okay, when we talk later this year I think we can find a solution for you at that time. And I'll call you at 303-555-7950

Buyer: Yes that is my cell.

Seller: Okay, well thank you for your time and I will talk with you in a few months.

Buyer: Sounds great, thank you for your time.