



B2 Your Go2 for Training & Success

Scrimmage Playbook for Business Insurance

Table of Contents

Table of Contents	i
About the Authors	1
APPOINTMENTS	Tab 1
Initial Meeting After First Contact.....	3
Proposal Delivery.....	4
Policy Delivery	5
Pre-Appointment Agenda - Email	6
Pre-Appointment Agenda - Fax	7
Pre-Appointment Agenda - Mail.....	8
Appointment Confirmation	9
BONDS.....	Tab 2
Fidelity Bond	11
Parties to a Bond	12
Sample Bond Form.....	13
Surety Bond	14
Surety Bond Requirements Letter	15
BUSINESS LIFE INSURANCE	Tab 3
Golden Handcuffs Concept	17
Golden Handcuffs - Age 35.....	19
Golden Handcuffs - Age 40.....	20
Golden Handcuffs - Age 50.....	21
Key Employee - Life Insurance.....	22

State Farm has not reviewed or approved this material and neither supports or endorses the material presented. Additionally, State Farm makes no warranty regarding the accuracy or usability of the information contained in the presentation.
 Copyright B2 Insight Group LLC – 2016

Table of Contents (continued)

Buy-Sell Agreement – Cross Purchase Ownership Diagram.....	23
Buy-Sell Agreement – Entity Purchase Ownership Diagram	24
SCRIPTS	Tab 4
Apartment / Condominium Master Policy List	25
Cold Call – Any Line of Business	27
Business Auto	28
Business Auto – Car Accident Story	29
Business Auto – Combined Single Limits vs. Split Limits	30
Contractors’ Policy – Key Points	31
Co-Insurance	32
X-Date.....	33
Follow-up on X-Date	34
Business Insurance – Combo Sale – Business Policy & ENOL	35
Business Insurance – Combo Sale – Business Policy & Liability Umbrella.....	37
Business Insurance – Combo Sale – Business Policy & Supplemental Medical.....	39
Business Insurance – Combo Sale – Business Policy & Life	40
Business Insurance – Selling on Liability and Loss of Use.....	42
Business Personal Property	45
Employee Dishonesty Protection.....	46
Employer’s Liability	47
Liability Business Owners.....	48
Hot Coffee Lawsuit	49
Fire Legal Liability.....	50
Loss of Use.....	51
Expedited Coverage	52
Payroll Estimates	53
Professional Liability	54
Pushback on Other Lines	55
Tool Coverage.....	56
Workers’ Compensation.....	57

State Farm has not reviewed or approved this material and neither supports or endorses the material presented. Additionally, State Farm makes no warranty regarding the accuracy or usability of the information contained in the presentation.
 Copyright B2 Insight Group LLC – 2016

Table of Contents (continued)

Equipment Breakdown.....	58
Foodborne Illness	59
Temperature Change Coverage	60
Gap Questions.....	61
Defense Limits - Outside vs. Inside	62
Ineligible Due to Claims History.....	63
Rate Quote Too High / Non Competitive.....	64
CUSTOMER SERVICE	Tab 5
Customer Complaint for Cancellation Letter (Certified Mail)	65
Customer Complaint for Cancellation Letter (Non-Certified)	66
Red Flag Indicators That Clients May Be Shopping	67
CLOSING TECHNIQUES.....	Tab 6
Statements & Techniques	69
Trial Closes	71
Closing Nudges	72
INSIGHT GUIDES	Tab 7
Who Do We Insure?	73
What is the Ownership Structure?	74
Ownership Structure & Business Valuation	75
VALUE STATEMENTS.....	Tab 8
Claims	77
Price.....	78
Protection.....	79
Service	80
POLICY ENDORSEMENTS.....	Tab 9
Waiver of Subrogation	81
Waiver of Subrogation Certificate Sample.....	83
WORKERS' COMPENSATION	Tab 10
Governing Classification	85
Anniversary Rating	86

State Farm has not reviewed or approved this material and neither supports or endorses the material presented. Additionally, State Farm makes no warranty regarding the accuracy or usability of the information contained in the presentation.
 Copyright B2 Insight Group LLC – 2016

Table of Contents (continued)

Exclusion of Officer or Owner	87
Experience Modification Factor Explanation.....	88
Experience Rating Modification Endorsement.....	90
Sample – Experience Modification Factor	91
Cancellation Due to Audit	92
Premium Audit Results	93
DOCUMENTATION	Tab 11
Lease – Insurance Considerations	95
Lease – Sample Insurance Requirements.....	97
Lease – Sample Insurance Requirements – Waiver of Subrogation	99
Loss Ratio.....	100
Sample Contractors’ License	102
Contractors’ License Complaint Record	103
Contractors’ License Revocation	104
Underwriter Letter – No Schedule C.....	105
LOSS RUNS.....	Tab 12
Sample – Loss Run Auto	107
Sample – Loss Run Clean	108
Sample – Loss Runs with Claims	109
Sample – Loss Run with Reserve Outstanding	110
Sample – Umbrella Loss Run	111
Sample – Loss Run Equipment Breakdown	112
Sample – Loss Report Letter	113
SAMPLE POLICIES.....	Tab 13
Apartment Policy.....	115
Building Coverage with Co-Insurance	116
Business Auto Fleet Policy	117
Business Owners Application	120
BOP Without Loss of Income.....	122
Business Owners Catastrophe Policy.....	124

State Farm has not reviewed or approved this material and neither supports or endorses the material presented. Additionally, State Farm makes no warranty regarding the accuracy or usability of the information contained in the presentation.
 Copyright B2 Insight Group LLC – 2016

Table of Contents (continued)

Business Owners Policy w/ Co-Insurance	126
Commercial Crime Coverage	129
Commercial Liability Umbrella	131
Condominium Master Policy Coverage Types	133
Condominium Liability Policy	134
Condominium Property Policy	135
Condominium Crime Policy	137
Condominium Umbrella Policy.....	138
Contractors’ Policy Declarations	139
Deductible Liability Insurance	140
Workers’ Compensation & Employer’s Liability	142
Endorsement – General Liability.....	144
PROPOSAL PACKAGES	Tab 14
Building Protection Options	145
Business Personal Property Options	146
Deductible Options	147
Loss of Use Options	148
Umbrella Options	149
Protection Mix Options.....	150
SPOT THE HOLES	Tab 15
“Spot the Holes” Resource Guides – How to Use	151
Spot The Holes – Apartment.....	152
Spot The Holes – Condominium.....	153
Spot The Holes – Business Owner’s Policy - Food Shop	155
Spot The Holes – Business Owner’s Policy - Non-Food Shop	157
Spot The Holes – Contractors’	159
Spot The Holes – Church	160
Spot The Holes – Workers’ Compensation	162
Spot The Holes – Commercial Liability Umbrella	163
Spot The Holes – E&O / Professional Liability.....	164

State Farm has not reviewed or approved this material and neither supports or endorses the material presented. Additionally, State Farm makes no warranty regarding the accuracy or usability of the information contained in the presentation.
 Copyright B2 Insight Group LLC – 2016