



Taking Insurance to the next level:

Customer-centric, digital sales processes

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Our digital sales tool can help your team to sell insurance

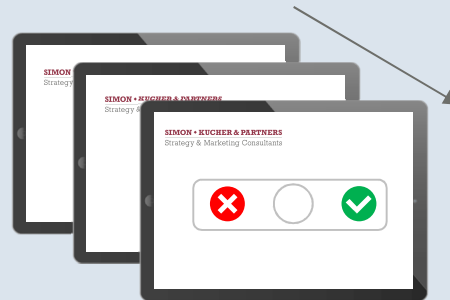
Selling insurance is difficult

- For the seller
 - It's complicated
 - It's not the core product
 - It's often presented when the customer is already tired (e.g. end of mortgage appointment)
- For the buyer
 - It can be uncomfortable
 - It's confusing
 - It's hard to judge value

A quality tool is needed

We have developed a digital sales process and tool. The tool is currently being used by banks to boost insurance sales.

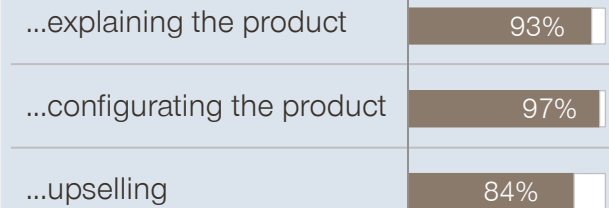
The process and tool can be fully customised for your business.



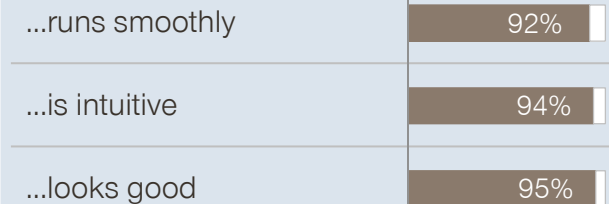
- ✓ Tablet based
- ✓ Use with customer
- ✓ Configures product
- ✓ Supports up and cross selling
- ✓ Applies behavioural economics

Sales teams like our tool

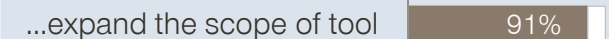
The tool helps with...



The tool...



Please...



**Typically
doubles sales
conversion!**

Want to learn more?

Why not get in touch with a Simon-Kucher expert?

SIMON ♦ KUCHER & PARTNERS
Strategy & Marketing Consultants

Your UK experts



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Simon-Kucher & Partners at a glance

Best consultancy in marketing, pricing and sales

<i>Financial Times</i> 	<i>brand eins Thema</i> 	<i>Capital</i> 	<i>Forbes</i> 
Marketing, brand, pricing	Marketing, sales, pricing	Marketing, sales, pricing	Marketing, brand, pricing
1 Simon-Kucher & Partners on par with McKinsey & Company	1 Simon-Kucher & Partners on par with Boston Consulting Group McKinsey & Company	1 Simon-Kucher & Partners on par with Boston Consulting Group McKinsey & Company	Simon-Kucher & Partners on par with Boston Consulting Group McKinsey & Company
2 Boston Consulting Group	2 Boston Consulting Group 3 McKinsey & Company		

Source: Financial Times, list of the UK's Leading Management Consultants, January 2018
Source: brand eins Thema special edition: Consulting – industry report from brand eins Wissen and Statista, online survey, May 2014, 2015, 2016, 2017
Source: Capital, survey of the best consultancies in France, October 2016
Source: Forbes, Survey of best management consulting firms in the US, October 2016

World leader in pricing

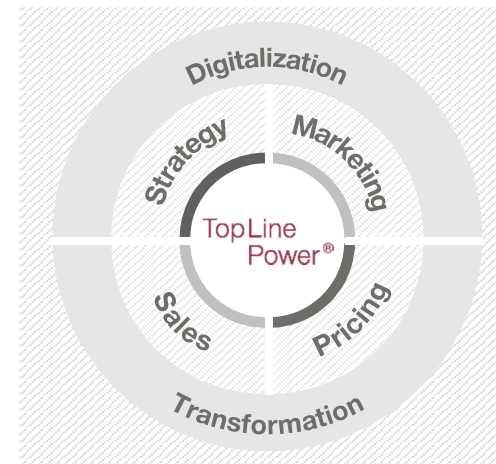
<i>World leader in giving advice to companies on how to price their products</i> <i>BusinessWeek</i>	<i>The world's leading pricing consultancy</i> <i>The Economist</i>
<i>Pricing strategy specialists</i> <i>The Wall Street Journal</i>	<i>In pricing you offer something nobody else does</i> Professor Peter Drucker

Global presence

34 offices worldwide, > 1,100 employees, \$300m revenue in 2017



> 3,000 projects in the last 3 years



- Growth and competitive strategies
- Product portfolio (re-)design
- Pricing excellence
- Sales strategies and sales channel optimization
- Customer-centric digital approaches
- End-to-end transformation towards commercial excellence
- ...