

## SMART Comparitor's Pierian Spring eNewsletter



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### **Are you a PRETENDER or a PROFESSIONAL Claims Administrator?**

What's that that I hear you say, in shock, that you are NOT an administrator?  
You say that you are a seller of good policies that will look after your clients in their time of need.

Please take a minute to rethink this statement.

Your employer is your client, not the insurance company.

When you sell your client a risk policy, that action (the sale), results in the following:

- ✓ **The life insurance sale is a PROMISE**

Are you selling a promise that you will be there in time of need by your client, and that is, to assist them with any claims that they may have?

- ✓ **The promise is a CLAIM**

Do you take charge of the claim, or do you let the client go it alone, sick or swim?

- ✓ **The Adviser promises to deliver the CLAIM**

Isn't this the reason that we sell risk policies, or is the true reason "to line our pockets with GOLD" (what with some companies paying 130% upfront commission)

- ✓ **Life Risk advisers are selling CERTAINTY**

If you are at arms length at time of claim, or you do not know ALL the requirements by your preferred carrier, then how much certainty does your client have?

Would you agree "Very little, if any at all?".

**At claim time, the claimant only ever asks these 3 questions:**

**Q1. WILL I be paid?**

**Q2. WHEN will I be paid?**

**Q3. For HOW LONG will I be paid?**

None ask if they were paying too little or too much or the same as everyone else.

Do you act for your client at Claim time, without fees, or do you stand at Arm's length?

Do you know what all the requirements will be for each and every insurance company that you use, or does your current Rank/Rate Program not give you this information, this must be irrelevant?

Well this is a small wake up call – one company states that they “MAY” require a Certified copy of your client Birth Certificate before they proceed with a disability claim.

God help those client's that do not have it.

Are you checking with the client that they do have this?

If not, then the claim could be greatly delayed, especially if your client was born overseas, and may not be able to obtain such document i.e. born in a war torn country.

Remember your client is your employer, and not the Insurance Company. We cannot stress this enough.

**Are you there when most needed?**

**What we mean by this is:**

- ✓ **Pre-sell the Claim – this is the reason the client bought a policy from you**
- ✓ **Oversight Claims – Remember, you should know more than the client**
- ✓ **No involvement by you – Could result in Doubtful Outcome**
- ✓ **A failed claim is YOUR problem – It certainly is not the clients**
- ✓ **Remember WHO you represent – It's not the Insurance Company or your Dealer group.**
- ✓ **Know the policy BACKWARDS – Certainly the claims requirements**
- ✓ **Check everything!!!! – Don't leave anything to chance; don't leave any chance for wiggle room.**
- ✓ **Claims BUILD business – this is called referrals**

**To read our valued contributors (Caveat Venditor) great article, click the following link**

**[www.smartcomparator.com.au/articles/Handling\\_Income\\_Protection\\_Claims\\_and\\_Adviser.pdf](http://www.smartcomparator.com.au/articles/Handling_Income_Protection_Claims_and_Adviser.pdf)**

Cheers