



Introduction Script



AIG UK have been researching the Employers' Liability Market to find out what Clients want from their EL insurance. Unsurprisingly our findings show that not all Clients want the same things and you as a broker are faced with different types of Client who have different needs. We've identified 2 main groups, which we've termed the far sighted and near sighted Client.



The far sighted Client has a long term view and sees the bigger picture when it comes to EL insurance. These Clients want to make their businesses more productive and happier places to work by having the best cover in place to help them strengthen health and safety performance throughout their organisations. The near sighted Client has their eye on the immediate picture and how much it will cost. They want to keep the cost of the EL cover to a minimum so they just want the basics – any extra needs a good financial reason to be there. Accel Elite can appeal to both clients at the same time. For the far sighted client it offers a number of benefits that makes for fewer accidents, claims and costs in the long term and for the near sighted Client these benefits are specially designed to reduce the one thing they focus on - the price of premiums.



We have provided a series of short clips illustrating how the benefits of Accel Elite will motivate these different clients, some hard examples in case histories and a product brochure which we hope you will find useful.

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