

## FIVE WAYS TO HELP GROW YOUR PROTECTION BUSINESS

It's a hugely positive aspect of the protection market that it strives to be easier to interact with, through new launches and innovations. But it's also a time consuming job to keep up with every new initiative and weigh up which ones best fit within your day-to-day sales process.

Streamlining initiatives that save time and cost, and collateral that arms advisers when discussing protection, can make a huge difference to business volumes, client experience and therefore the adviser's bottom line. Here, we look at five ways advisers can help to grow their protection business.



1. Use intelligent research tools that combine the advice and application process, to improve the recommendations made to clients, save advisers valuable time and increase profits. Solutionbuilder from [iPipeline](#) was recently launched to give advisers options on how products can be best packaged to fit within a client's budget.
2. Use multi-benefit quote portals, such as [Iress](#) (The Exchange) and [LifeQuote](#), which compare multi and single benefit quotes to quickly determine the best options for clients.
3. Services provided by research specialists [F&TRC](#) and [CI Expert](#) comprehensively compare protection product features across the market, often providing a level of detail that would be unrealistic to otherwise collate.
4. Set client expectations at the outset by gathering basic health and lifestyle information up front, using insurers' pre underwriting services to get a realistic expectation of any ratings. Nasty surprises for clients when premiums unexpectedly rise during the application process can lead to policies not being taken up.
5. Using real life claims stories can help people think about whether they could cope in a similar situation, rather than thinking it will never happen to them. The industry campaign '[Seven Families](#)' provides films that show stories of the families losing an income due to illness or sudden disability, and the difference the support from a protection policy makes.

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