

HOW YOUR WEBSITE CAN HELP BOOST PROTECTION SALES

Every effort needs to be made to engage clients in protection, and your website can help. Calculators, guides and tools can boost protection content and give clients access to additional information alongside the advice process. If you are short of inspiration take a look at your competitor's website and large protection distributor firms. Their ideas could help your business too.



Here we look at what advisers can add to their website to help increase protection sales.

BMI calculators

Weight is a sensitive topic and a rating due to weight is one of the main reasons policies aren't taken up. Body mass index (BMI) is the measurement used by most insurers. An ideal BMI is 18 - 25, with rates increasing at 30, with 40 or over likely to be excluded. By providing clients with a simple BMI calculator like this from the [NHS](#), expectations of likely policy ratings can be set early.

Industry claims data

Alongside most providers announcing their claims statistics individually, each year the [ABI](#) publishes industry-wide figures on what the protection industry has paid out in total (97.7% of all claims in 2014). Advisers can add a snapshot of claims paid to their website to help prove insurance pays out when it's needed.

Facing up to the risk

Despite it often being the most relevant cover, income protection is still relatively unknown. Tools can be used to help show the likelihood of needing various forms of protection, Like [LV=s risk reality tool](#), showing the chance of suffering an illness or dying before age 65. This can give people a reality check and help advisers make the case for their recommendations.

Shortfall calculators.

Shortfall calculators can give clients a good indication of their protection situation before going through the full advice process. While often crude, it can provide a simple indication of financial gaps. Most protection insurers provide tools to use with clients, to calculate the protection shortfall and the implications of relying on state benefits.

Business protection calculators.

Losing a key person in a small business to illness or death can have disastrous consequences. Most insurers offer business protection tools that can help highlight the vulnerability of an SME and whether products like key person cover or shareholder protection should be investigated. Insurer [VitalityLife](#) offers a [risk calculator](#) for SMEs.

Inheritance tax and trusts

Many insurers offer advisers online tools and calculators to assess whether clients will face a potential inheritance tax bill, and therefore, whether it is essential that protection policies are placed in trust. Dedicated insurer sites allow people to place new and existing policies in trust, from any provider, making the process as simple and time-efficient as possible.

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