



# MARCH INSURANCE SOLUTIONS

## Shop Training Information

TH March works in partnership with our **March Insurance Solutions (MIS) Agents** to promote the insurance solutions we offer. This enables Jewellers to offer a better **customer experience** and enjoy **additional revenue** from commission paid on policies arranged following referrals and claims payments for repair or replacement of insured items.

This document is designed to enable shop owners and managers to give their staff the information they need to give them the confidence to talk about MIS.

What follows does not explain what **March Insurance Solutions** is or how it operates as we have other leaflets that deal with this. It does give tips on how best to promote **MIS** to your jewellery or watch customers.

Many jewellers simply give out one of our **MIS cards**, giving our contact details, should their customer require a quotation. This is fine, but there is a much lower take up rate for jewellers who only use the scheme this way.

You may also like to advise your customer that if they would like, you could pass their contact details on to us so **we may contact them**. This should have a higher take up rate as TH March will be in control of the contact process.

After talking with clients who we would term **Power Users** due to the number of new policies their customers buy each month, we have gained valuable insight into what they do to be successful.

Everyone had their own unique style of selling or promoting goods and services and this is something we actively encourage. However, by following a **few simple techniques**, your sales team can improve their effectiveness in promoting MIS.

Firstly, let's be absolutely clear, **MIS** is NOT the same as being offered an extended warranty in an electrical retailer, or shoe polish in a shoe shop! The policies on offer are based on quality cover, ease of arranging and a first class claims service from people who understand the jewellery trade - us!

The following is a summary of some simple questions and answers, which if followed, will considerably **boost your MIS revenues**. There may well be other questions but from our experience, they are a variations on the same core questions and with a little practice, your shop staff will become comfortable and confident in dealing with them.



## When the sale has been made...

### Sales Assistant

"You have just purchased a beautiful (ring/necklace/earrings/watch) please can you re-assure me, for my own peace of mind, that you have it properly insured?"



OR

### Sales Assistant

"You may be able to add your (ring/necklace/earrings/watch) to your own household policy, however we work very closely with TH March, who are experts in insuring jewellery and valuables and as the jewellery insurance experts, they understand the trade and have the know how regarding claims. This means that you will not be given a voucher to spend in the shop chosen by the insurer and TH March will always aim to send you back to us whenever possible".

## There then might be some further questions along the following lines:

### Customer

"Who are TH March?"

### Sales Assistant

"They are the largest firm of specialist jewellery insurance brokers in the UK and have been looking after jewellers and their customers since 1887"



### Customer

"I know it is covered/can be covered under my household policy".

### Sales Assistant

"You may well be right but our advice is to ask your insurer how they would settle a claim for an item of jewellery. Our experience is that often claimants are being sent to a jeweller they do not know for replacement jewellery. With TH March, they will aim to send you back to us whenever possible".

### Customer

"Why should I use TH March?"

### Sales Assistant

"I can think of 5 good reasons:

1. **Claims** - When claims occur this is when you find out how good your insurance is. TH March look to replace/repair your jewellery with us whenever possible and their policy has no excess.
2. **Cover** - They work closely with the jewellery trade so they understand what customers want and this is reflected in the cover provided.
3. **Pedigree** - Specialists in jewellery & valuables insurance for well over 130 years and are the recommended insurance brokers to the National Association of Jewellers and the National Pawnbrokers Association.
4. **Service** - They have a dedicated team who will build an insurance solution around your needs with carefully chosen insurers who understand the unique requirements of insuring jewellery.
5. **Flexibility** - Experienced UK-based staff, who don't like to say "no", available at the end of the phone.

