



Sales letters for Dunedin insurance company

Dear [name – personalisation is critical]

I'd like to lay a little bet with you that insurance isn't your favourite topic. That it's something you know enough about to make sensible decisions in your business but it's not one that floats your boat. And that's likely to be because insurance is far from simple.

Let me give you an example. One of our clients owns a large property services company. He has every aspect of his business insured – at least he thought he did. However, an audit of his insurances by one of our brokers found that he was not insured when his workers were using hired machinery. With a good deal of the company's work involving some very big rigs, he could have been in for some major losses in the event of an accident.

But it's that kind of eagle-eyed attention to detail that we pride ourselves on at [company name]. We refuse to leave glaring holes like this in our clients' insurance coverage so we take the time to thoroughly check all aspects of their policies, down to the tiniest detail.

We're not the kind of company you hear from only at policy renewal time, either. We keep in touch throughout the year to check that nothing in your circumstances has changed which could affect the outcome of a claim. Not being told about such changes is one of the key reasons insurance claims are turned down. We simply don't let that happen.

Many insurance companies today have overseas owners. Not [company name]; we're a local firm that's been looking after Otago's fire, general and business insurance for families, companies, farmers, clubs, societies and trusts for nearly the entire century. And our team of 14 has a combined experience of a century and a half!

Being local means that whenever you call us you speak to someone based in Dunedin who'll understand your enquiry and solve your problem.

But just because we're not based in London, Paris or New York doesn't mean you'll receive less than international quality advice. We have considerable expertise in policy wording so we can cut through the jargon and explain everything clearly and simply. This means we can offer sensible advice that is independent and unbiased. We don't sell policies on the basis of how much they return in revenue. We sell policies that provide you with the best cover, so there are no unhappy surprises at claim time.

As well, my staff are constantly receiving ongoing professional training so we can provide advice on the latest international trends, products and services.

Why am I telling you all this? Because we don't want you to be missing out on:

- Personalised service
- Smooth settlement of claims
- Up-to-the-minute advice
- Expert attention to detail
- The widest range of policies available

As you will be well aware, business and risk go hand in hand. Fortunately, most risk can be insured against, leaving you free from worrying about the "what ifs". Life throws curve balls when we least expect it, so doing all you can to reduce the fall-out may be the difference between having to close the doors or being able to carry on. The Canterbury earthquakes demonstrated this only too well.

This brings me to why I'm writing to you today. We want you to sleep at night knowing all your risks have been safety taken care of. The first step is in identifying those risks so some time soon I'd like to drop by and chat over with you the potential flashpoints that might not currently be covered, and which leave you open to potential disaster.

We can't prevent catastrophes, but we can prevent them from bowling over your business.

Yours faithfully

[name]
Managing Director

P.S. If you'd like to know more about our company in advance of our chat please visit our website at [URL]