



**MGA**

Preferred Agency Network



# MGA Preferred and The Hartford Talking Points

The Hartford's talking points are a foundation for each agent to develop a conversation that works best for them. The intention of the below is to share with an owner by phone or personal visit the incredible opportunity The Hartford is offering and the ease of doing business with us.



## HARTFORD INTRODUCTION: TALKING POINTS; (Not a script)

Hello, my name is () I am a Consultant with MGA (Managing General Agency) Business Relations calling on behalf of The Hartford Insurance Company to congratulate your company for having a good safety record and maintaining a safe workplace.

Due to leading edge technology, the time-consuming application processing is no longer required resulting in Hartford offering safety conscious employers a 25% rate reduction on business insurance packages and workers compensation.

Hartford Invested over 150 million upgrading their E Business Center directly connecting to over one hundred national databases. A senior underwriter can enter your company street address and pull data required to quote your business package, workers compensation, auto and umbrella in minutes.

An independent agency can spend hours accomplishing the same results. Hartford does not require any traditional time-consuming applications, only four questions to register, that simple

Hartford is the largest US insurer of small businesses and franchises, ranked number 1 in client/customer service by JD Power and Associates, awarded best US small business insurance company and is THE leader in technology innovation.

Hartford is inviting you to a 15-minute private phone meeting with a Hartford Senior underwriter, licensed in all states with over ten years' underwriting experience, an expert in insurance contract law and risk management.

Your underwriter will review coverage, make recommendations, and offer their best safety discounted rates, saving thousands. It will be an experience you will not forget.

If your senior underwriter makes a mistake resulting in a claim not being covered, Hartford pays. The only company offering an unconditional guarantee, you are covered!

However, if your current agent makes a mistake, it can become an expensive legal issue. Over 5 billion was paid last year due to insurance agents' errors and omission claims.

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Over the past 12 months more than 40,000 business and franchise owners changed to The Hartford. The reason is obvious, the nation's best service, broadest coverage, and unconditional guarantee.

To meet privately by phone with a Hartford senior underwriter for 15 minutes, I only need your cell number, email, website address and best time to call.

A Hartford senior underwriter will call tomorrow or Monday) at (x), the meeting will be a special learning experience, in addition to reducing costs, and improved insurance coverage, you will have confidence when a claim occurs, Hartford has your back! It is the wonder of technology!

Thank you! Have an enjoyable day. I will text you a friendly reminder in the morning.

End...

Note! It is important to call and text the next morning to remind your prospect to expect a call from the Hartford senior underwriter at (x) time. Due to Technology and underwriter risk management review, your prospect will improve coverage and reduce cost. Your mission is to encourage the owner to change now rather than delay. No penalty to make coverage effective at the next monthly billing date.

