



Allianz Global Assistance

Best Practices

Quick tips to increase sales

The challenges and opportunities involved with selling travel insurance can't be overstated. The most successful travel agents combine client insight with simple, repeatable techniques that lead to increased sales opportunities.

Step One

Offer Travel Insurance from Allianz Global Assistance to every client when they begin their booking.

"The cost of your cruise, airfare and hotel is \$XX. I took the liberty of quoting you travel insurance because our agency strongly believes that our clients should protect their vacation investment. The price for the insurance is \$XX. Shall I add it to the invoice?"

Step Two

Simplify the reason to buy.

"Travel insurance provides peace of mind that protects your vacation investment before and during your trip."

Step Three

Become well-versed in one plan and focus on selling it.

"This plan offers comprehensive benefits including travel delay, missed connection and lost/delayed baggage coverage."

Step Four

Include examples, provided you share them in a way that doesn't frighten your client out of booking the trip.

"I recently had a client plan a trip, but they had to cancel at the last minute because one of the travelers became ill. Travel insurance paid them back in cash, and they were able to re-book their trip with me at a later date."

Step Five

If your client declines, use a waiver.

"We strongly believe that our clients should protect their vacation investments. By signing this waiver, you are stating that you were offered travel insurance and declined. It helps us keep a record of your decision."

How can we help?

©2015 AGA Service Company

Global Assistance

Allianz 

21804_021915