



Helping you help your clients with Adam the GI Adviser

We know that connecting with clients can be challenging but don't worry, we've got your back - well Adam has. As a trained firefighter as well as a General Insurance Adviser, Adam has a unique perspective on both safety and sales when it comes to protecting clients homes.

We've gathered some of Adam's top tips on forming lasting client relationships to help you have those all-important insurance conversations and better help to protect your clients and their homes.

“My most successful technique involves storytelling. I share real-life scenarios where insurance coverage made a significant positive impact on a client's life...”

ADAM, ADVISER / FIREFIGHTER



Adam's Top Tips for GI



Building rapport is key to form lasting, trustworthy relationships



Focus on **active listening** to show you understand their needs



Address objections with care, highlight the value of good cover.



Provide tailored solutions that align with the clients needs.



Insuring your clients safely

While looking after your clients' home insurance is extremely important, at LV= GI, we believe that insuring your clients' safety is just as crucial. Re-ignite your fire safety awareness and download **Adam's Fire Safety guide**, so you and your clients can make informed decisions to better protect their homes.

[Download Guide](#)



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