

For UK financial advisers only

## Positioning protection conversations: refining your approach

**Read the article**



As the year draws to a close, now's a great time to look back, reflect on how your protection conversations went this year, and consider how you can improve them going into 2026.

A great place to start is to think about where positioning protection comes into your advice process so you can refine your approach and increase your protection business.

So, when do you bring protection into your client conversations, and how do you position it?

Read the article from LV=, which focuses on ways you can position protection to your clients, so you can improve your conversations and start 2026 off strong.

[Read the full article](#)