

August Lightning Learning

PRESENTER:

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All sessions begin at 11:30 a.m. Eastern Time

Registration: **\$9.99** (includes all three sessions)

[Click here](#) to register.

The Big "I" Virtual University's July Lightning Learning series features three 20-minute sessions dedicated to the Personal and Business Auto policies. Can't attend? [Register anyway](#) and we'll send you links to the on-demand recordings right to your inbox. Register once and get all three 20-minute sessions including:

August 16 – Explaining the Total Cost of Risk (It's More Than Premiums)

When was the last time your client said, "That premium seems fair; the insurance company is getting adequate premium to cover its exposure and I'm getting the protection I need"? I doubt ever. More than likely you have heard – maybe even today - "I can't believe I have to pay out all this money. The insurance company is killing me. Can't we get this premium down?"

What the insured doesn't understand is that insurance is not about the price of insurance (which the commercials seem to tout), it is about the cost of risk.

In this session we detail the seven costs of risk insured must consider; and it is the agent's job to explain them.

August 28 – Coinsurance – Down and Dirty Explanation

Coinsurance provisions found in property policies exist primarily to assure that the insurance carrier receives adequate premium for the coverage provided. Without a coinsurance condition, and its applicable penalties, insureds might be willing to purchase an amount of coverage somewhat less than the value of the subject property because of the statistically low probability of a total loss.

In this session we dispel the myth that coinsurance is as easy as:

Did/Should x Loss – Deductible = Payment

In fact, it's a little more complicated, but just as easy to explain.

CE is NOT offered for these webinars.

[Click here](#) to register.



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