



**PRUDENTIAL**

# A CLOSER LOOK AT **INSURANCE**

A SALES CONSULTANT PRESENTATION  
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# What is Insurance



## An Introduction to Insurance

Insurance is a contract or agreement, in the form of a policy, which aims to provide financial protection or reimbursement against losses or damage

There are different types of insurance policies. Some of the most common being; Life, health, homeowners, and auto

The core components that make up most insurance policies are the deductible, policy limit, and premium.





What is  
Insurance?

How Insurance  
works

Aspects of  
Insurance  
policy

Types of  
Insurance

Who needs  
Insurance?

Statistics

## Businesses Vs Individuals



## How does it work



- Different types of insurance policies are available for any individual or business that can find an insurance company willing to insure them—for a price.
- Businesses and individuals require different types of insurance policies that insure against specific types of risks.

- 01 Insurance company estimates annual costs or premiums
- 02 Policy holder pays a premium to the insurer
- 03 Insurance company puts all premiums into one large pool.
- 04 Insurance company uses the pool to pay for the losses should a claim be made

# Insurance Policy Components



## Premium

A policy's premium is its price, typically expressed as a monthly or annual cost. The premium is determined by the insurer based on an individual or business's risk profile, which may include creditworthiness.

## Policy Limit

The policy limit is the maximum amount that the insurer will pay under a policy for a covered loss. Maximums may be set per period, per loss or injury, or over the life of the policy.

## Deductible

The deductible is the amount that the policyholder must pay out of pocket before the insurer pays a claim. These serve as deterrents to large volumes of small and insignificant claims.

# Types of Insurance



## A Brief Description of the types of Insurance



- Life
- Travel
- Health
- Liability
- Disability
- Automobile
- Home owners
- Kidnap and Ransom



# Everyone needs Insurance

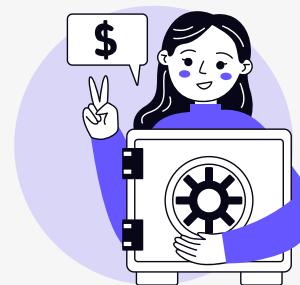
Buying insurance is important as it ensures that you are financially secure to face any type of problem in life, and this is why insurance is a very important part of financial planning.



## Transfer of Risk



## Stress Protection



## Financial Security



## Compulsory insurance

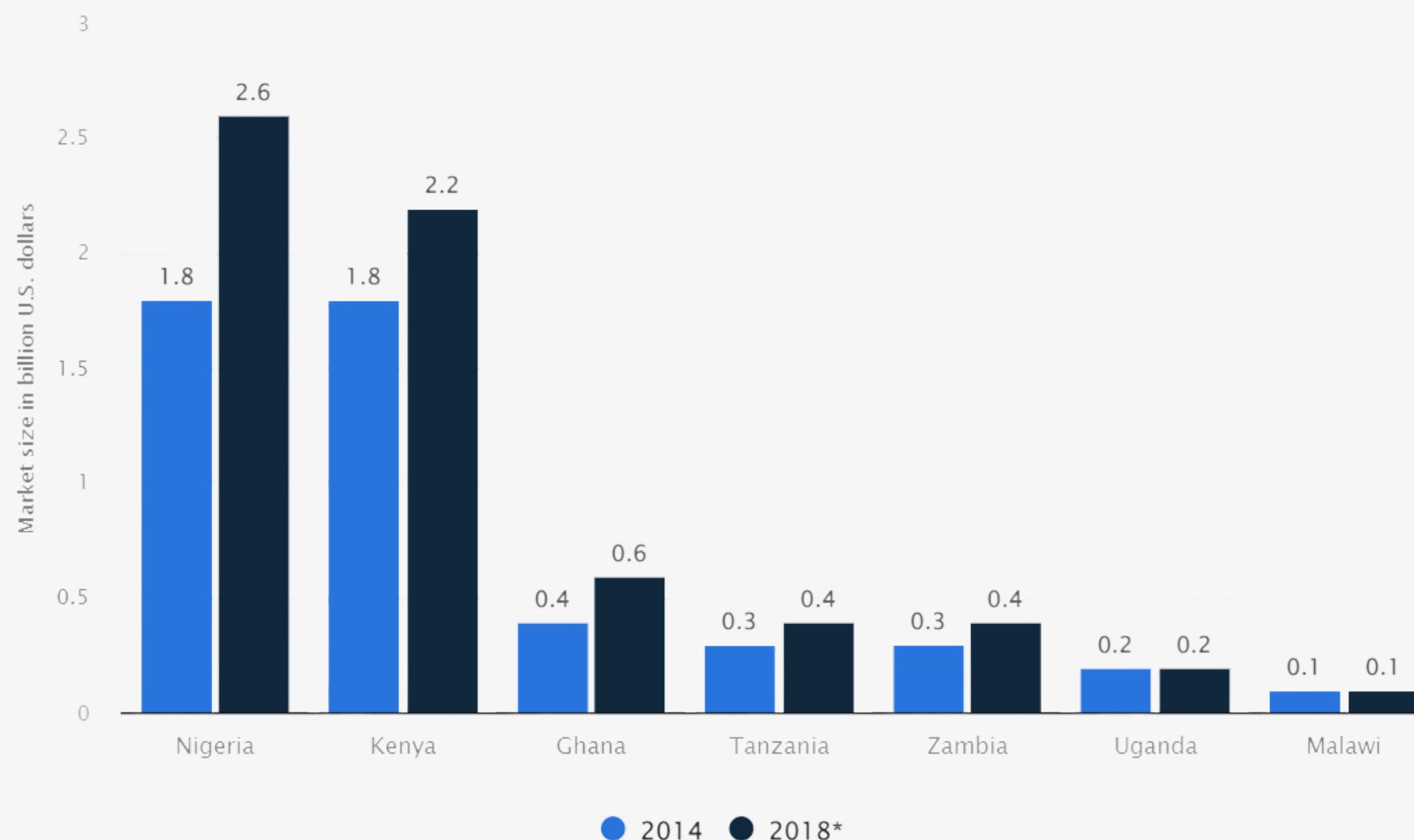


## Family Protection



## Peace of Mind

# African trends



**Life Insurance in  
Africa**  
**<3%**

Africa has one of the lowest  
insurance penetration rates  
in the world: less than 3%

**Global Life  
Insurance**  
**+6%**

Only about 5 million people  
worldwide have some kind of  
life insurance

**Global ranks**  
**US**

The USA ranks top on the  
global insurance market with  
China and Japan ranking 2nd  
and 3rd respectively.



# Thank You