

## Why Insurance Sells

Customers want peace of mind. When presented properly, event insurance becomes an easy yes. Our top partners achieve 70%+ opt-in rates by following these proven strategies.

65% of customers opt for daily event insurance when offered at checkout

## The Perfect Pitch

### 1. Timing Is Everything

Present insurance after the booking is confirmed but before payment. Customers have already committed to the event mentally and are more receptive to add-ons.

### 2. Lead with Benefits, Not Features

Instead of: "We offer liability insurance for \$40"

Say: "For just \$40, you're completely covered if anything unexpected happens - accidents, equipment damage, even cancellations."

### 3. Use Social Proof

"Most of our customers add this protection - it gives them peace of mind so they can focus on enjoying their event."

### 4. Make the Value Clear

Coverage	Value	Cost
Liability Protection	\$1,000,000	\$40
Equipment Coverage	\$10,000	Included
Cancellation Protection	\$5,000	Included

## Handling Common Objections

### **"I've never needed insurance before"**

Response: "That's great! And hopefully you never will. But for the cost of a nice dinner, you get complete peace of mind. Most claims come from completely unexpected situations - that's why it's called an accident."

### **"It's too expensive"**

Response: "I understand. But consider this: \$40 protects you from potentially thousands in liability. One slip and fall could cost \$50,000+ in medical bills. The insurance pays for itself with even a minor incident."

### **"My regular insurance covers this"**

Response: "Most personal policies have exclusions for organized events and rented equipment. Daily event insurance is designed specifically for these situations and takes effect immediately."

## Staff Training Tips

- Have all customer-facing staff complete the training video
- Role-play objection handling weekly
- Track individual staff opt-in rates and reward top performers
- Post the FAQ cheat sheet at every checkout station

With 500 members and 65% opt-in at \$14 commission per sale, you earn \$4,550/month in passive income.