



Ten Ways to Market Employment Practices Liability

1. **Marketing Call** – Ask for the business! Call one retail customer each day and tell them about the superior and competitive Employment Practices Product you can offer.
2. **Cross Sell** – Offer Employment Practices Liability in conjunction with quotes on your other lines: General Liability, Workers Compensation, and Directors & Officers.
3. **Retailer Contacts** – Ask your retailer if they have existing Employment Practices Liability books with other carrier(s) that they would be interested in moving/consolidating. We can send an underwriter to accompany you to their office and provide renewal terms using the information in file. No renewal application is required to move the book the first year!
4. **Free Human Resource Services!** – Our Employment Practices Liability coverage comes with free unlimited access to human resource services. This alone is worth the cost of the policy for the small employer.
5. **E-Mail Campaign** – Send a customized Employment Practices Liability News Release or claims samples via e-mail to each of your retailers. Send Employment Practices Liability articles on claims occurring in your state (thousands are on the internet) to your retailers.
6. **Trade Association Sponsorships** – Contact a local trade association. Trade associations love to offer additional product options for their members. We can tailor our product with special features for members of the association. Examples: Small Business Association, any trade association consisting of a class or classes that we write (manufacturers, retailers, hotel/motel...)
7. **Mailers** – Include an Employment Practices Liability News Release or brochure with each quote and policy (of any type) sent out of your office.
8. **Continuing Education Seminar** – We can help you hold a Continuing Education Seminar for your customers. We have individuals who are qualified to hold CE Seminars in a number of states.
9. **Retail Customer Visits** – Plan one visit each week to one of your retail customers. Continue until you have visited all your customers who place business with you. Repeat
10. **Newsletter** – Send a monthly newsletter (mail, fax, e-mail) highlighting our product and Employment Practices Liability exposures.