UNIQUE INSURANCE TRAINING ON DIGITAL SELLING SKILLS

CASE ONE: TWO PROFILES, TWO VERY DIFFERENT RESULTS

Two Unique Insurance sales professionals, Efua and Kojo, both post an offer for SME fire insurance in the same business Facebook group on the same day. Efua's profile has a clear professional photo, a headline that reads 'I help Ghanaian businesses protect what they have built, Unique Insurance', a verified WhatsApp Business link and two pinned customer thank-you notes.

Kojo's profile has a group photo from a wedding, no title, and a personal number typed into the post with a spelling error.
Both posts reach roughly the same number of people. Efua receives eleven enquiries; Kojo receives one. A prospective client later explains that she messaged Efua because 'she looked like someone from a real company who would actually be there if something happened'.

Discussion Questions

a. Which layers of the Digital Trust Pyramid did Efua satisfy that Kojo did not?

b. List three specific, low-cost changes Kojo could make this week to improve his results.

c. How does a verified, professional profile also protect customers from fraud and impersonation?

d. What is the first thing you will fix on your own profile?

CASE TWO: A COORDINATED TRAVEL INSURANCE PUSH

Ahead of the December travel season, the Unique Insurance team runs a coordinated campaign for travel insurance. IT prepares a simple quote form on the website and a click-to-chat WhatsApp link. The content team posts a light TikTok and Instagram reel, 'Do not let a lost bag ruin your trip', that drives viewers to WhatsApp. Facebook carries a longer educational post with a real, permitted claim story and a link to the website form. Sales professionals share the reel to their WhatsApp status and reply to enquiries within minutes, quoting and closing on WhatsApp. Email captures those not yet ready, with a friendly reminder as travel dates approach.

Over three weeks the campaign generates a steady flow of enquiries, most of which arrive on WhatsApp after starting on TikTok, Facebook or the website, exactly as the channel map predicts.

Discussion Questions

a. Trace the buyer's path across channels in this campaign, stage by stage.

b. What did IT contribute to the website and the email follow-up, and why was it essential?

c. Why was WhatsApp, rather than TikTok, where most sales were actually closed?

d. Design a short email nurture sequence for the travellers who did not buy this time, so they return next year.

CASE THREE: FROM OBJECTION TO RENEWAL, AND A REFERRAL

A prospect tells Kojo, a Unique Insurance sales professional, 'Your quote is good but honestly, insurers here never pay. My uncle waited months once.' Kojo does not argue. He acknowledges the concern, asks what happened to the uncle, then shares a recent, permitted story of a motor claim Unique Insurance settled within two hours, and reminds the prospect that the company is licensed and regulated. The prospect, reassured, buys.

Kojo onboards him warmly, explains clearly how to claim, and eleven months later sends a friendly renewal reminder with a simple mobile-money renewal step. The customer renews in two minutes, then messages: 'My sister just bought a car, can you help her too?' Kojo sends a ready introduction message and a click-to-chat link, and gains a new qualified lead.

Discussion Questions

a. Identify each step of the LAARC model in Kojo's handling of the objection.

b. Why did asking about the uncle strengthen, rather than weaken, Kojo's position?

c. How did good Care lead directly to a renewal and a referral?