

# Managing business risk



## A Distribution Quality Management Programme guide

There is a feeling across the industry that the cost of Professional Indemnity (PI) cover is too high, and if this continues it could contribute to many advisers being forced to exit.

Factors such as commission income, business split, compliance, complaints and claims are taken into account when insurers determine what premium to charge.

A business that does not seek to optimise its own performance will naturally incur extra time, effort and costs to manage issues that could have been avoided had the proper control been in place.

Talk to us for advice and guidance - that could help prevent this happening to you.

### Let us help you do the business

- 1 Make your clients the centre of everything you do and everything else will fall into line.
- 2 Ensure your clients are engaged and have given correct information in their application, so they are appropriately covered.
- 3 Reinforce the reasons why they bought and the product benefits on a post completion call.

### Taking the steps above should build your clients' trust in you, which in turn will:

- Make them more likely to stay with you
- Increase the likelihood of future cross-sales
- Build long-term relationships
- Build long-term value in your business

Reinforcing your business quality standards can future-proof your business so that when you want to retire, you may have a business of greater value to sell. It can also provide you with peace of mind, because if there are any issues you are less likely to be subject to any legal requirements that may be costly.

For Adviser use only

Legal & General Assurance Society Limited. Registered in England and Wales No. 00166055. Registered office: One Coleman Street, London EC2R 5AA. We are authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority 2578-1 01/22

