

SALES OPPORTUNITIES AND APPROACH – STEP 4.

4

MAKE IT REAL

Once you've set the scene, follow on by asking:

“If a person critical to your business should die or be diagnosed with a critical illness...”

- How would your **staff** feel?
 - Will they lose confidence in the company?
 - Will productivity be impacted as staff spend time trying to secure their future through other opportunities?
- How would your **customers** feel?
 - Customers could take the opportunity to speak to other suppliers or renegotiate existing contracts. Will your customers have reason to see you as the weak link in their supply chain because you have lost a director or key person?



- How would your **competitors** react?
 - Could competitors see this as the perfect opportunity to approach your customers?
- How would your **Bank Manager** feel?
 - The bank may no longer see you as the investment you were before the loss of your key person or director, will they look to re-structure lending or maybe curtail investment.
- How would your **debtors** react?
 - Could debtors try to take advantage of the situation? Could their actions impact heavily on your cash flow?
- How would your **creditors** respond?
 - Could payment terms be reduced? Could your supply chain be impacted? Cash on delivery only?



Please visit our Business Protection website for a range of tools designed to help make writing business protection easier including business valuation and key person sum assured calculators.