

# Construction Company Playbook



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## I. Buyer Persona: Construction Company Owner/Decision-Maker

### Company Profile:

1. Industry:	
2. Size:	
3. Services:	
4. Employees:	
5. Assets:	

### Goals:

### Challenges:

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## Objections:

## Marketing Message:

## Elevator Pitch:



## II. Initial Meeting Questions

### Understanding the Business:

1. Can you walk us through the types of projects your company specializes in?
2. What is the average duration and size of your projects?
3. Do you operate nationally, regionally, or locally?

### Current Coverage and Pain Points:

1. What does your current insurance coverage include?
2. Are there any areas where you feel you may be overinsured or underinsured?
3. What do you like the most and least about your current insurance coverage?

### Financials:

1. What is your annual turnover?
2. Do you have experience with claims, and how was that process?
3. Are you currently under any contracts that specify insurance requirements?

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## Operational Aspects:

1. How do you currently manage risk within the organization?
2. What safety protocols do you have in place?
3. Do you work with subcontractors, and if so, how do you manage their insurance and liabilities?

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## III. Setting the Pre-Close

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## IV. Delivering the Rules of Engagement

1. Scope of Work:	
2. Timelines:	

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3. Communication Protocols:	
4. Confidentiality:	

## V. Construction Company Insurance Questionnaire:

### Company Information:

1. Company Name:	
2. Contact Person:	
3. Email Address:	
4. Phone Number:	

### Financial Information:

5. Annual Sales Revenue:	
6. Annual Payroll:	
7. Budget Allocated for Insurance:	

### Business Operations:

8. Types of Construction Projects Completed:		
Residential	Infrastructure	
Commercial	Industrial	Other: _____

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9. Number of Employees	
10. Do you engage with subcontractors?	
Yes	No
11. If yes, do you have a hold-harmless agreement with subcontractors?	
Yes	No
12. Is Workers' Compensation provided to subcontractors?	
Yes	No
13. Number of Locations/Offices:	
14. Years in Business:	

## Risk and Liability:

15. Have there been any accidents or incidents in the past three years?	
Yes	No
16. Do you currently have any form of business insurance?	
Yes	No
17. If yes, please list the types of insurance coverage currently held:	
18. Are there any pending litigations against the company?	
Yes	No
19. Have there been any major changes in operations in the past year? (e.g., new types of projects, significant expansion, etc.)	
Yes	No
20. Additional Information or Concerns:	

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## VI. Risk Assessment:

### General Risks:

1. Do any of your properties lie in areas that are prone to natural disasters such as hurricanes, earthquakes, or floods?
2. Are these properties fitted with adequate security and disaster prevention systems?

### Property and Equipment:

1. Are all your worksites and storage facilities secured against unauthorized access?
2. How is your machinery and equipment stored when not in use?

### Liability:

1. Have there been any accidents or near misses on your job sites in the past year?
2. What liability protections do you currently have for on-site accidents involving third parties or subcontractors?

### Employee and Worker Safety:

1. What training programs do you have in place for employee safety?
2. Do you have worker's compensation for all employees, including temporary and part-time workers?



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## Specialized Coverage:

1. Do you require environmental or pollution liability insurance?
2. Do you need professional liability coverage for design or engineering services?

## Contracts and Legal:

1. Do your contracts with clients or subcontractors include clauses that affect your insurance needs, such as "hold harmless" clauses?
2. Are you required to provide surety bonds for any of your projects?

## VII. Component of the Risk Assessment:

### 1. Worker Safety Assessment:

- Evaluation of current safety training programs
- Inspection of Personal Protective Equipment (PPE) usage
- Review of past incidents, accidents, and near misses
- Assessment of subcontractor safety protocols

### 2. Asset Protection Assessment:

- Audit of physical assets like construction equipment, tools, and machinery
- Valuation of intellectual property, if applicable
- Evaluation of storage and security protocols for assets
- Review of disaster recovery plans for asset protection



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## 3. Liability Risk Assessment:

- Review of previous and potential liabilities including third-party injuries, subcontractor actions, and client relations
- Inspection of existing indemnity agreements in contracts
- Evaluation of public and environmental liabilities

## 4. Specialized Risk Assessment:

- Identification of specialized risks such as environmental concerns, project-specific hazards, or unique contractual obligations
- Appraisal of the need for specialized insurance products like pollution liability or professional indemnity

## VIII. Deliverables:

### 1. Risk Assessment Report:

- A detailed document summarizing all findings and offering tailored recommendations for insurance coverage.

### 2. Gap Analysis:

- Identification of any areas where the company is underinsured or overinsured, based on the risk assessment.

### 3. Custom Insurance Proposal:

- A customized insurance proposal addressing the unique needs and gaps identified during the risk assessment.

### 4. Consultation Session:

- A one-on-one consultation to go over the findings and proposals, offering the client a chance to ask questions and clarify any points.

## IX. Timeline:

### Week 1:

- Onsite visits for initial assessments and data collection..



## Week 2-3:

- Analysis and evaluation period.
- Preparation of the Risk Assessment Report.

## Week 4:

- Finalization of the Custom Insurance Proposal based on the risk assessment.
- Delivery of all reports and conduct consultation session.

## X. Resources Required:

- Risk Assessment Team (consisting of field experts, insurance advisors, and legal advisors)
- Data Analysts
- Document Management Software
- Secure Data Storage for Confidential Information

## XI. Communication:

Regular updates will be provided to the client via email or scheduled conference calls, ensuring transparency throughout the process.