

# Sales Playbook for Technology Company Insurance



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## I. Buyer Persona: "Tech CEO Tom"

### Background:

- Tom, age 42, is the CEO of a thriving technology company specializing in data analytics and software development. His company serves both domestic and international clients.

### Demographics:

- High-income bracket, married, living in a metropolitan area.

### Identifiers:

- Innovative, forward-thinking, heavily invested in the latest technology, and data security.

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## Goals:

- To expand his business while ensuring the security and integrity of his company's data and software products.

## Challenges:

- Protecting intellectual property, mitigating cybersecurity risks, ensuring regulatory compliance, and managing a rapidly growing team in a competitive industry.

## What Can We Do:

- Offer tailored insurance solutions covering a range of risks including cyber liability, intellectual property infringement, errors and omissions, and general liability.



## Objections & Counters:

1. **Objection:** "We're a tech company; our in-house risk management strategies are robust."

**Counter:** Acknowledge their expertise but emphasize how external insurance coverage adds an extra layer of protection, particularly in areas that may be overlooked internally.

2. **Objection:** "Insurance policies are too generic and don't address our specific tech needs."

**Counter:** Explain the customizable nature of your policies, highlighting how they can be tailored to address specific tech industry risks, including emerging threats.

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- 3. **Objection:** "Our company is agile and constantly evolving; we don't want to be locked into a rigid insurance plan."  
**Counter:** Discuss the flexibility of your policies, underscoring your ability to adapt coverage as their tech company grows and evolves.

## II. Elevator Pitch:

"Tom, in the fast-paced world of technology, your business faces unique risks every day. Our specialized insurance plans are designed with tech companies like yours in mind, offering protection from data breaches to intellectual property theft. We provide not just insurance, but a partnership that evolves with your business, ensuring you're always ahead of the curve in risk management."



## III. Initial Meeting Questions:

1. Can you give me an overview of your core business operations and products/services?

2. What are your primary concerns when it comes to data and software security?

3. How do you currently manage risks related to intellectual property and compliance?

4. Have you faced any legal challenges or claims related to your products or services?

5. What are your plans for scaling or diversifying your tech business?

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6. How do you stay updated with regulations and standards in the tech industry?

7. What experiences have you had with your current or past insurance providers?

8. What specific coverage are you seeking that you feel is lacking in standard policies?

9. Who else, besides yourself, is involved in making insurance decisions?



## IV. Pre-Close

"Tom, I can see that you're deeply committed to not just growing your tech business but also safeguarding it against the unique risks it faces. If we can offer you a comprehensive insurance solution that is as dynamic and innovative as your company, would you be willing to partner with us?"

## V. Rules of Engagement:

"To tailor the most effective insurance solutions for your company, we'll conduct a comprehensive review of your current risk management strategies, any past claims, and specific areas of concern. We'd like to schedule a follow-up meeting with your key team members to dive deeper into these areas. Would that work for you?"



## VI. Comprehensive Risk Assessment

### A. Company Profile:

1. Company Name and Details
2. Industry Sector and Specialization
3. Size of the Company (Employee count, office locations)
4. Annual Revenue and Growth Rate
5. Key Products and Services
6. Technology and Data Infrastructure
7. Key Management Personnel and Decision Makers
8. Current Risk Management Practices
9. Previous Insurance History and Claims



## B. Coverage Risk Assessment:

### 1. Cyber Liability:

- How do you manage and protect customer and company data?

- Have you experienced any data breaches or cyber-attacks?

- What are your protocols for data breach response and notification?

- Do you have measures in place for cyber extortion or ransomware threats?

### 2. Errors & Omissions (E&O):

- Can you describe your quality assurance and testing processes for software/products?

- Have there been any client disputes over contractual deliverables?

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- What is your process for handling software bugs or service outages?

- How do you manage project scope and client expectations?

### 3. Intellectual Property:

- What measures do you take to protect your IP?

- Have you faced any IP infringement issues or litigation?

- How do you handle IP in collaborative projects or with subcontractors?

- Do you conduct regular IP audits?



## 4. General Liability:

- How do you manage physical risks in your office locations?

- What safety protocols are in place for employees and visitors?

- Have there been any incidents leading to property damage or bodily injury?

- Do you hold events or public demonstrations of your products?