



FLEXIBLE

**A GOOD
DEAL MORE**

We've made it even easier to create
SME deals around your customers





A GOOD DEAL MORE GROWTH AND PROFIT

Our SME Deal Arrangements help brokers:

1. Grow their business through selling more products to more customers
2. Increase their profitability through taking advantage of the efficiencies of e-trading and earning preferential remuneration.

With us, you:

- **Win more new customers** through new business pricing flexibility, a compelling customer proposition and marketing support
- **Retain and grow more existing customers** through enhanced service and flexibility, one of the broadest product ranges in the market and agreed business transfer terms
- **Benefit from greater efficiency** through e-trading your SME business via your software house or RSA Online
- **Increase your profits** through preferential remuneration and realising efficiency savings and growth opportunities
- **Are helped along the way** through our dedicated and experienced SME support team who will ensure your deal runs smoothly.

A GOOD DEAL MORE GROWTH

MORE HELP WITH NEW BUSINESS

Winning new customers can be hard work. But it's essential if you want your business to grow. We help ensure you're better rewarded for your efforts, through:

- Competitive pricing, with additional new business discounting authority
- Innovative marketing support, scaled to match the size of the opportunity. This may include:
 - Access to our digital marketing proposition, to help you develop a cutting edge online presence through areas such as your website and social media
 - Guidance on our most competitive trades and areas to help focus your activity
 - Tailored product guides and supporting literature
 - Marketing consultancy workshops.

MORE HELP WITH RETAINING CUSTOMERS

Of course, winning customers is only one part of the story. To really be successful, you need a great proposition, so customers stick with you in the long term. We help ensure this happens, through;

- A broad set of new and continuously refreshed SME products
- Enhanced and bespoke exclusive cover for you (minimum size criteria apply)
- Dual branding (minimum size criteria apply)
- Increased flexibility and enhanced eligibility; meaning we will accept risks for you under your deal which we would ordinarily decline
- Benefit from a relationship-led enhanced service for deals, and immediate access to decision-makers

- Support from our market-leading SME claims service, which couples technical excellence with speed – our Express 5 proposition allows us to settle your customers' small property claims the same day we receive them*
- Our broad product range enables you to sell more of our competitive products to each of your customers, strengthening your relationship with them.

And we can agree business transfer terms for your existing book of business too. This means that where they would benefit from the deal arrangement, switching relevant customers to RSA is fast and hassle-free.

* For full information regarding our Express 5 proposition, please visit www.rsabroker.com/express-5-24hr-settlement



A GOOD DEAL MORE EFFICIENT

Like any business owner, you want your staff to be more productive. To spend more time winning new customers or providing better service to existing ones.

We can help you achieve exactly that. With us, you get all the benefits of e-trading. Even better, you can do this either through RSA Online or integrated e-trading via your software house.

THE BENEFITS OF E-TRADING ON RSA ONLINE

- Instant access to our latest SME products
- Quote and bind cover in minutes
- Instant policy documentation
- Control for the entire lifecycle of a policy, including mid-term adjustments and renewals
- Deliver a fast and efficient service to your customers
- Real-time online support available through our friendly Live Chat service.

THE BENEFITS OF INTEGRATED E-TRADING VIA YOUR SOFTWARE HOUSE

- Our most efficient route ever to e-trading
- Improve your efficiency by avoiding dual-keying
- Integrate with your back office systems and records including customer management and accounting functions
- Instant access to our latest SME products
- Quote and bind cover in minutes
- Instant policy documentation
- Control for the entire lifecycle of a policy, including mid-term adjustments* and renewals
- Obtain comparable quotes from a panel of insurers
- Deliver a fast, efficient and more complete service to your customers.

*available on the majority of SWH's

PRODUCT AVAILABILITY BY SOFTWARE HOUSE

	RSA Online	Acturis	SSP	Applied Systems	Open GI – Powerplace SME
Shop	✓	✓	✓	✓	✓
Office	✓	✓	✓	✓	✓
Property Owners	✓	✓	✓	✓	✓
Tradespeople & Homeworkers	✓	✓	✓	✓	✓
Pubs, Hotels & Restaurants	✓	✓	X	X	X
SBC (Small Business Combined)	✓	✓	X	X	X
Mini Fleet	✓	✓	✓	Due mid 2015	Due end 2015
Van	X	✓	✓	✓	✓
Business Car	X	✓	✓	✓	✓
Truck	X	✓	✓	✓	✓
Management Protection	✓	✓	X	X	X
Professional Indemnity	✓	Due 2015	X	X	X
Marine Cargo	✓	✓	X	X	X



A GOOD DEAL MORE PROFITABLE

Not only can our SME deal arrangements help your business grow and your employees become more engaged and efficient, but they also offer an enhanced level of remuneration. Altogether, these elements can have a significant impact on the top and bottom line performance of your business.

We are flexible in our approach to remuneration, and can agree the right deal for you, your business and your customers.

A GOOD DEAL MORE SUPPORT

We're the same as you. Your business depends on long-term relationships with your customers. So does ours. That's why we have a dedicated team of experts available to support you every step of the way.

MEET YOUR RSA TEAM

Your Deals Development Manager will work with you and your team to build a solution that meets your needs by listening to your requirements.

Your Implementation Manager is a full-time resource dedicated to nothing but launching new deal arrangements and making sure they get off the ground smoothly. Having launched over 50 new SME deals in 2014 and 2015 alone, they certainly have plenty of experience to draw from.

Your Deal Manager will oversee your deal for the whole lifetime of the arrangement, acting as a focal point to ensure that you get all the support you require to grow your business.

Your e-Trading Consultant is a locally based expert on systems. They will help, guide, coach and train your staff to your requirements in your offices, whichever platform you choose to trade with us on.

Your Deals Underwriting Team are based in our Glasgow office and focus on nothing but providing a great service to our SME deal brokers.

Overall, our dedicated and experienced team will give you all the support and confidence you would expect from dealing with RSA.

FIND THE RIGHT DEAL FOR YOU AND YOUR CUSTOMERS

We offer two types of deal to meet your requirements:

PANEL

As one of a number of preferred insurers trading either a single product or range of products.

PREFERRED PARTNER

On a preferred supplier basis for a particular product or range of products across your portfolio of SME customers.

It is important to note that you can have a preferred supplier arrangement with RSA but still access an open market panel to offer your customers choice, as you are under no obligation to consolidate all of your SME business with us.

And an enviable range of products;

CORE DEAL PRODUCTS

- Shop
- Office
- Properties
- Tradespeople and Homeworkers
- SBC
- Pubs, Hotels & Restaurants
- Mini Fleet
- Van
- Business Car
- Management Protection (D&O)

SUPPLEMENTARY PRODUCTS AVAILABLE ON RSA ONLINE

- Professional Indemnity
- Cargo eSolutions
- Transit eSolutions
- Haulage eSolutions
- Marine Trades Solutions
- Yacht & Pleasure Craft
- Computers
- Preferred Choice (MNW)

HOW IT WORKS

Obtaining an SME Deal quotation from RSA is really simple. Just start a conversation with us.

We promise you there will be no "hard sell" (we hate it when firms do this!). Indeed if you are not quite ready to commit to an SME Deal with us, we are more than happy to simply share our knowledge of e-trading with you and provide some free consultancy services and unbiased advice.

To start the dialogue please speak to your usual RSA Business Development Manager or e-Trading Consultant, or email sme.deals@uk.rsagroup.com.

If you would prefer to carry out some research of your own before you speak to us, why not try our newly created **Deals Designer** online tool, which will help you to assess and select the right type of deal for you based on your individual requirements.

Access this tool at www.rsa-smedeals.com to build the right deal for you on RSA Online, Acturis, Open GI (Powerplace), SSP or Applied Systems.



For more information,
visit www.rsa-smedeals.com

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