

# Elevator pitches for advisers



**Who is this guide for:** Advisers

**What is the aim:** To equip you with elevator pitches to engage new and existing clients on Vitality Shared-value Insurance.

In today's competitive financial landscape, **connecting with clients is key to driving growth**. This document offers elevator pitches to help you engage clients on the **benefits of Vitality-linked insurance products**, highlighting how they promote healthier lifestyles and deliver financial rewards.

## New client

I'd love to tell you a bit more about Vitality. Through <insurer> we offer exclusive access to this **behavioural change programme, and it's the world's largest and most popular**.

**We believe that you should benefit from your health/life insurance every day – not just when you need to claim.** So, all of our policies include access to Vitality, a fun programme that helps you to improve your health and wellbeing, and keep you motivated with amazing rewards.

Some quick stats that I think you'll find interesting are that our **members who engage with Vitality have a lower risk of developing chronic disease, recover faster after hospital admissions and even have a longer life expectancy**.

**How it works is simple.** When you make healthier lifestyle choices (like doing health checks, getting more active and eating better), you earn points which count towards your Vitality status. And the higher your Vitality status, the bigger your discounts and rewards.

**Let's face it — life is full of uncertainty.** No matter your age or financial circumstances, there's a good chance that somewhere along the line, you'll need the financial protection that insurance provides, like:

- Funds to pay for a health emergency
- Being able to repair or replace accidentally damaged or lost assets
- And, most importantly, the confidence of knowing that your family will be financially secure when you're gone

But I get it: **paying for insurance is often seen as a grudge purchase, especially if you're young and healthy. But what if I could change this perception?**

<Insurer's> policies provide you with comprehensive, competitively priced cover when things go wrong. But, what if I told you that they also give you **real, tangible and attractive rewards when things go right?**

Vitality is the latest evolution of insurance – the first wellness-linked insurance policy, globally, **where you determine your premium based on how well you manage your health**. Not only are you the master of your premium but you will receive exciting and meaningful weekly, monthly and annual rewards for managing your health.

And no, **you don't need to be the healthiest person or the fittest person**, it's all about those small steps to better health that we're interested in.

My Vitality clients **love the retail vouchers they get, the discounts on their gym membership, the cheaper flights and movies, and more**, and we keep adding new rewards and new reward partners to what we offer you. Interested in premium discounts? An Apple Watch for free? Keen to hear more?

## Existing client

My role as your financial adviser is to make sure you're protected when things go wrong. I advise you on what is the most appropriate cover for you and your family at every stage of your life, and make sure that you have the best solutions that will protect you when you need it most. **Where I offer additional value is to guide you to live a healthier lifestyle that will ensure that things are less likely to go wrong.**

Would an insurance policy appeal to you that not only gives you comprehensive, competitively priced cover when things go wrong but also gives you **real, tangible and attractive rewards when things go right?**

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Remember, the **goal is to inspire and build trust, fostering stronger relationships that lead to lasting client loyalty**. With these pitches in hand, you're well-equipped to **make impactful connections and drive positive outcomes** for both your clients and your practice.