

Marketing Tips: Sharing the Benefit of Our Loss Control Consultants



It takes a great investment of time, money, and talent to own and run a business.

At Frankenmuth Insurance, we know how hard our customers work, and we take the protection of their assets seriously. That's why we offer commercial coverage that looks out for customers, helping them avoid potential claims by identifying potential hazards.

The proactive support from our loss control consultants can help ensure the safety of a policyholder's investment. But, are they taking advantage of this support?

When you chat with a commercial customer, remind them of this unique added value. We have experts who can:

1. **Identify hazards and perform loss analysis.** Through our unique safety service program, our customers can get free support to help them avoid loss. Loss control consultants make site visits to promote safety by examining the work environment, assisting with regulatory reviews and helping customers quantify their risk.
2. **Evaluate existing safety programs.** A safe work environment requires simple, easily-understood procedures. Our loss control consultants can help customers develop self-inspection programs and safety programs, even assisting with the education of staff. And if these programs are already in place, and our team can conduct reviews to identify weaknesses and suggest changes to help protect our customers' businesses.
3. **Recommend ways to make their business safer.** We don't stop at just identifying hazards. Loss control consultants can recommend ways to improve the work environment, helping our customers minimize risk and the potential liability that an unsafe workplace presents.

Want more information? Talk to your field manager to connect with one of our loss control representatives.