

Cross Selling and Pricing Matrix

In July we had our record month of cyber new business written which is a fantastic trend to see, however, still only 0.3% of our clients have the cover which is an alarming statistic. To assist you in selling Cyber to your clients, we have been working with Emergence to get a pricing matrix put together so that you can provide an indication to your customers without having to complete a formal quote through the system. Please also find a couple of great cross selling tools you can use in conjunction with this pricing matrix:

- [Emergence Pricing Matrix](#)
- [Steadfast Cyber Product Brochure](#)
- [Emergence Notifiable Data Breach Infographic](#)
- [Cyber Insurance Email Footer](#)

Please note, we have a number of fantastic insurer partners who offer cyber products. Please also consider DUAL, Chubb, CGU and CFC as alternative cyber markets.

Broker Portfolio Analysis

Ever wanted to get a helicopter view of your portfolio? CBN have developed a lens of your book of business which includes the following information:

- List of your clients from largest in GWP to smallest.
- How your portfolio is split across classes
- Who your portfolio is placed with in the market
- Where your portfolio is weighted in terms of renewal dates etc.

To get a copy of your portfolio overview, please email the NAT by clicking [here](#). To see a visual report of how this report is formatted, click [here](#).