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SPECIAL FEATURE

Review Environmental Sales Strategies

Did you catch the article [3 Ways to Sell Environmental to Standard Commercial Clients](#) in last week's *Insurance News and Views* newsletter? If not, you should check it out!

Big "I" Markets partner ARMR.net is featured. The article covers sales strategies for convincing commercial clients of the need for this important coverage, starting with a basic explanation that general liability is not enough. ARMR.net's David Dybdahl, who teaches agent classes about pollution exclusions, says he often asks his attendees how many of them believe pollution exclusions are limited to hazardous waste. "Half the room will raise their hands," he says. "And that's not where most of the claims come from."



You can access environmental liability through Big "I" Markets. Visit www.bigmarkets.com and click on **Pollution Contractors-Farms-USTs-Other** from the commercial products menu.