



Offer Cyber Coverage to All Your Small Business Clients



Coverage for (just about) every small business is available quickly and easily through Big "I" Markets.

Every business has PII (Personal Identifiable Information). If you collect personal information such as email or phone numbers, or accept credit cards, you are exposed to cyber liability. Now imagine your client loses a laptop or business smartphone; or gets the call from a customer that a credit card was improperly used after a visit to your client's store. Who does that small business call now? What do they do? What are the fines?

\$200 solves this issue for most small businesses with under 50 employees, if their independent agent has offered coverage through Big "I" Markets' "Cyber Liability-Small Business Solution" product.

Merchants of all kinds should carry cyber coverage. Lawyers, CPAs, podiatrists, consultants, counselors, taxi operators, restaurants and bars...you name it. You'll find our ineligible list is tiny: banks, cloud computing, gambling and adult entertainment.

How to Market Cyber

At a minimum, email every small business in your client roster to offer coverage. We've done the work for you and provided a concise sample letter. You'll find it located under "Product Resources" on the Cyber Liability-Small Business Solution page in Big "I" Markets. This letter outlines the product features and you can add some of these [claims examples](#) to the email. Even better, mail the letter through USPS, or use it as a reason to check in with a call or personal visit...or combine them.

Coverage is "primary to other." If your client asks for more coverage, offer consultation after providing instant protection. You also have access to industry leader Travelers Wrap through Big "I" Markets if higher limits are desired.

Enjoy a Simple Sales Process

Binding could not be easier. Enjoy 15% commission, the ease of direct billing and the confidence that comes with using an insurer rated "A" with A.M. Best.

Go to www.bigimarkets.com, choose cyber liability - small business solution and provide a customer email in the quote request function. BIM takes care of the rest. We collect the application and \$200 via credit card directly from the customer and pay you. The policy and certificate are available in 24-48 hours after payment has been processed. We post a signed application on BIM, and a dedicated web page is available for self-print of the certificate and policy.

A brief [How-To Quote Cyber Liability](#) video is also available on the Big "I" Markets web site.

Protect your E&O

Document, document, document! After sending your initial marketing letter, ask for a signed declination via DocuSign. We have created a [sample form](#) that you can customize with your agency name. If your client doesn't return the form, use a DocuSign message to document that the offer was sent. If nothing is returned, your file will look strong in the event of a claim.

"We want every policyholder in the Big "I" Professional Liability program (and indeed, every Big "I" member) to offer cyber liability coverage to all their small business clients. Doing so will minimize the top source of E&O claims, 'failure to offer,' and provide better protection to your valued clients," says Jim Hanley, Big "I" Advantage® Director of Risk Management.

The product and eligibility may have been revised or discontinued since the original article was written. Review the Information page for each product on Big "I" Markets for current content and instructions.



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