

SOCIT CAPTURE SHEET

S

Examples:

*What are you currently doing in this area?
Tell me about your book of business?
Who are your key competitors?*

O

Examples:

*What do you look for from the underwriter?
What things could we do to put us in a preferred position?*

C

Examples:

*What challenges are you experiencing now?
What concerns do you have?*

I

Examples:

*How does that impact your clients?
If this isn't addressed, how far off track will it take you?*

T

Examples:

*What if you could ...?
Have you considered this approach ...?
So if you had ... would that be the type of approach you would be looking for?*