



SME PROFESSIONALS



AVIVA

SME Professionals Program

Enhance your ability to provide specialist business insurance advice to SME clients

INFORMATION FOR ADVISERS



Our SME Professionals Program is designed to sharpen Australia's top tier advisers with practical and cutting-edge tools that enable the accelerated delivery of superior risk advice and solutions for SME clients.

Who should participate?

Experienced advisers who:

- work within the SME risk market and would benefit from having access to practical tools and solution-based training to enhance the risk strategies employed for SME clients, or
- have knowledge of the personal risk market and are looking to take the next step into the SME risk market, or
- have access to a network of accountants, brokers and other professionals who would be able to facilitate entry into this market.

What are the key benefits?

- Access to a true 'end-to-end' process which provides cutting edge solutions and strategies for SME clients.
- Learn and network in an environment with other top tier advisers who specialise in business contingency planning for SME clients.
- Gain insight from subject matter experts in the areas of legal, consulting and accounting who understand the needs and requirements of SME clients.
- Equip participants with the necessary framework to 'project manage' the entire contingency planning process for SME clients.

'This is one of the best courses I have ever attended. It will shape the future direction of my business and will certainly add significant value to my client and COI relationships.'

Mike Jones, WA adviser

'Best business opportunity I have participated in.'

Damian Eales, QLD adviser

What are the key take-outs for you?

- **Genuine end-to-end adviser solution:** we won't just provide you with technical content – we will also give you an array of support tools which enable you to engage clients, fact find effectively, establish quality recommendations and enhance your ability to write business.
- **Centre of influence (COI):** development and support: a large portion of the program is dedicated to exploring the development of COI relationships with particular emphasis on establishing a clear value proposition for this segment of the market. During the second part of the program, you will also be given the opportunity to invite a number of your COI's to a working lunch which is designed to enhance your profile as a specialist in the SME area.
- **Access to leading industry specialists:** the SME Professionals Program will provide attendees with access to professionals from Australia's leading legal, advice construction, consulting and accounting firms.
- **Cutting edge adviser support tools:** examples include a business risk fact find which produces a strategy report, Statement of Advice (SOA) wording and an underwriting methodology template to assist with completing your larger more complex cases.
- **Access to a groundbreaking reinsurance arrangement:** by using the jointly developed Aviva and Reinsurance Group of Australia (RGA) approved risk fact find, you will have access to some of the highest levels of cover in the market without the need to provide supporting financial evidence. This will enhance the efficiency with which you operate in this specialised section of the market.

Where and when

The SME Professionals Program will be rolled out over two full day sessions in August and September 2009. The sessions will be held in Aviva's state office boardrooms, and/or selected off-site venues as required. Details will be confirmed once applications have been reviewed and invitations issued.

Duration	2 days
Course fees	\$895.00 plus GST
Commencement Date	August & September 2009 (dates to be confirmed)

Registration

There are limited spaces available and participation will be on an 'invitation only' basis. This process will be managed by the Aviva distribution team in each state based upon the completion and assessment of the adviser profiling document.

Why register

- Position your business at the forefront of advice within this highly lucrative and rewarding market.
- Receive a minimum of 11.75 CPD points.
- Course fees are heavily subsidised.