Published on The ILO?s Impact Insurance Facility (http://www.impactinsurance.org)

Home > Unlock the demand for your products: How to deliver what your clients see as value

**Duration:** 2 days

**Overview:**

This training builds on the Facility?s recent work on how to improve client value from microinsurance. Participants will be equipped with the Facility?s PACE tool, which stands for four key pillars of customer value ? Product, Access, Cost, and Experience. It looks at the added value of insurance products to their clients by comparing them to competitive products and alternative means of offering protection from similar risks.

**Training Objectives:**

By the end of this course, participants will be able to:

- Define and unpack various elements of a client value proposition for microinsurance.
- Practice comparing one value proposition to another.
- Describe how small changes in product design can make a difference.
- Learn how to conduct a PACE review.
- Identify opportunities for integrating clients? perspective into their operations.
- Define an action plan for implementing a PACE review in their own organization.

**Who could benefit from the training:**

- Individuals involved in delivering microinsurance to clients
- Marketing managers
- Senior executives
- Consultants
- All microinsurance practitioners

**Methodology:**

The interactive sessions of the course utilizes large group discussions, case study analyses, group presentations and plenary discussions, debates, institutional group activities and interviews, small group role play and word café sessions. Participants will be given an opportunity for hands-on experience of the PACE client value assessment tool as they apply it to one of their own products.

Source URL: http://www.impactinsurance.org/tools/training-client-value