## Survey/Checklist

#8

Source: "Accredited Adviser in Insurance" text Insurance Institute of America Malvern, PA (800) 644-2101

#### Appendix 1

#### ROBERT E. BILL RISK ANALYSIS PROFILE

Use of Risk Management in the Sales Process

We have found in our sales approach to the more sophisticated buyers there is a great need to lead the buyer through an investigation of his loss exposures. We do this using the following questionnaire and developing each of the questions as we go through. When making an appointment for an interview to cover this questionnaire, it is important that the prospect allow enough time.

We use a pocket dictation unit which allows for a two-hour interview on a single tape.

Prior to making the appointment with the prospect, it is necessary to do some research into the particular industry involved and to have a feeling for the loss potentials and coverages needed. It is also important to know which insurers have products available for such coverages. It is most important that the producer have a good feeling for the operations involved in this particular industry, the problems and opportunities surrounding the particular business - the economics, people, materials and physical limitations involved.

#### RISK PROFILE

Yes □	No	1. Do you have a brochure or other written material which describes your business operations or products?
		2. Is your business confined to one industry?
		3. Is your business confined to one product?
		4. Do you own buildings?
		5. Do you lease buildings <i>from</i> others?
		6. Do you lease buildings <i>to</i> others?
		7. Do you plan any new construction?
		8. Are your fixed asset values established by Certified Property Appraisers?
		9. Do you own any vacant land?
		10. Are any properties located in potential riot or civil disturbance areas?
		11. Are any properties located in potential flood or earthquake areas?
		12. Do your properties have Security Alarm Systems; i.e., Fire-Sprinkler Discharge - Burglary - Smoke Detection, etc.

	13. Are there any unusual fire or explosion hazards in your business operation? (Welding, painting, woodworking, boilers or pressure vessels, etc.)
	14. Do you take a physical count of inventory at least once a year?
	15. Do you lease machinery or equipment other than automotive?
	16. Do you stockpile inventory, either raw or finished?
	17. Could you conveniently report inventory values on a monthly basis?
	18. Do you buy, sell or have custody of goods or equipment of extremely high value? (Radium, gold, etc.)
	19. Do you use any raw stock, inventory or equipment which requires substantial lead time to reproduce?
	20. Do you export or import?
	21. Do you buy or sell on consignment?
	22. Do you buy or sell goods which must be shipped via waterway?
	23. Do you handle any material with a high damageability factor; i.e., subject to loss from temperature changes, dampness, prolonged shelf life, etc?
	24. Do you handle any goods or merchandise in the form of pairs or sets?
	25. Are most incoming shipments made via common carrier?
	26. Are most outgoing shipments made via common carrier?
	27. Are your purchase terms F.O.B. your plant?
	28. Are your selling terms F.O.B. the customer?
	29. Do you consider your trade area to be local?
	30. Do you have good or equipment located on the premises of subcontractors, bailees or others?
	31. Is your business seasonal?
	32. Does your business generate Accounts Receivable?

	33. Do you work with drawings, manuscripts, plans or other records which, if lost or destroyed, could cause serious loss?
	34. Do you have or use EDP equipment or facilities?
	35. Do you sell on a contract basis with long term obligations to your customers?
	36. Do you buy from any single source suppliers with only on production or warehousing location?
	37. Does one firm account for more than 1% of your gross sales?
	38. If you suffer a major property loss, would you take every available emergency measure to continue servicing your customers during the period of repair or restoration to avoid losing the market?
	39. Is your business subject to regulation by Federal, State or Local Authority?
	40. If more than one location, are they interdependent?
	41. Do you have property of others in your custody?
	42. Does your business regularly call for the execution of written contracts?
	43. Do you conduct business outside the United States?
	44. Do you operate a company infirmary or hospital?
	45. Do you operate an employee restaurant?
	46. Do you have occasion to use boats or aircraft, other than scheduled commercial?
	47. Do any employees hold a Pilot license?
	48. Do you hold meetings or conventions outside the United States?
	49. Do you subcontract work to others?
	50. Do you require subcontractors to furnish evidence of liability and Workmen's Compensation Insurance?
	51. Do you perform subcontract work for others?
	52. Are your sales achieved by direct salesmen?

	53. Do you install or test your products on the customer's premises?
	54. Do you provide a written warranty as to use or fitness of the products you sell?
	55. Do you manufacture or sell finished products?
	56. Do your operations involve any risks of pollution or contamination?
	57. Do you sell or provide service directly to the customer?
	58. Do you lease automotive equipment?
	59. Do you provide autos for use of officers or salesmen?
	60. Do you regularly operate vehicles beyond a 50-mile radius of their home garages?
	61. Do you operate any vehicles which are subject to the jurisdiction of the ICC?
	62. Do you normally mortgage new automotive equipment?
	63. Is it <i>usual</i> to have persons other than employees riding in your vehicles?
	64. Do you require some form of Driver Training or participation in safety activities?
	65. Do you require pre-employment physical examinations?
	66. Do you routinely check with previous employers to determine the work record of new job applicants?
	67. Is there an active Safety Committee to prevent employee injuries?
	68. Do employees have regular occasion to travel and work in other States?
	69. Do employees have occasion to work or be aboard ship or on navigable waters?
	70. Do groups of employee have frequent occasion to travel together?
	71. Are any employees based outside the United States?
	72. Has there been an OSHA inspection of your premises?
	73. Have you established appropriate internal systems and procedures for compliance with OSHA?
	74. Are there any outstanding citations form OSHA?

	75.	Has your company ever sustained an employee dishonesty loss?
	76.	Can your company accumulate more than \$1,000 of cash at a single location?
	77.	Is Countersignature required on outgoing checks?
	78.	Are incoming check immediately recorded and stamped for deposit?
	79.	Are bank deposits made daily?
	80.	Do you use armored car service?
	81.	Do you employ outside auditors?
	82.	Is your company a public corporation subject to SEC jurisdiction?
	83.	Do you employ security personnel including watchmen?
	84.	Do you have need for Surety Bonds?
	85.	Do you advertise nationally?
	86.	Do you provide a Group Medical Program for employees?
	87.	Do you provide a Group Life Program for employees?
	88.	Do you provide a Disability Income Program for employees?
	89.	Do you provide a qualified Pension or Profit Sharing Plan for employees?
	90.	Are most employees Union members?
	91.	Have you been doing business with the same insurance broker for more than five years?
	92.	Do you have a formal or declared Risk Management Program?
	93.	Is each division or location a separate profit center?
	94.	Is your company currently paying taxes at a surtax level?
	95.	Are the company asset schedules heavily depreciated for book value purposes?
	96.	Is your net quick ratio at least two to one?
	97.	Is cash flow a problem?

	98. Would a \$100,000 uninsured loss be ruinous?
	99. Does the company have substantial investment in research and development?
	100. Is management of a mind to retain risk or self-insure when circumstances are favorable?
	101. Is short tern credit available if needed?
	102. Has your company ever sustained any unusually large or unique losses, either insured or uninsured?

## Appendix A

### 1: A Check list of Personal Insurance Needs

			Recom-		
	Needs	Has	mended	Accepted	Rejected
Dwelling and Garage					
Increased valuation					
Upgrade form perils					
Earthquake coverage					
Flood					
Personnel Property					
Increased valuation					
Increased off-premises coverage					
Coverage at secondary location					
Increased coverage on money/securities					
Scheduled coverage on furs					
Scheduled coverage on jewelry					
Scheduled coverage on cameras					
Scheduled coverage on musical instruments	$\Box$				
Scheduled coverage on antiques, fine arts					
Scheduled coverage on silverware					
Scheduled coverage on stamps and coins					
Scheduled coverage on guns					
Scheduled coverage on golf equipment					
Business personal property off-premises					
Liability Coverage					
Professional equipment off-premises					
Increased liability limits					
Increased medical payments					
Additional owned premises					
Premises rented to others					
Business pursuits endorsement					
Farming operation					
Incidental occupancy					
Professional liability coverage					
Watercraft over 25, 50 horsepower					

Automobile Coverage Increased liability limits		Needs	Has	Recom- mended	Accepted	Rejected
Increased medical payments	Automobile Coverage					
Uninsured/underinsured motorists coverage						
Collision	Increased medical payments					
Collision  Accidental death/dismemberment/disability  Extended non-owned auto coverage  Motorcycles - motorscooters  Snowmobile - golf carts  Trailers  Boats  Liability  Medical  Hull  Equipment  Aircraft  Liability  Passenger liability  Major medical  Hull  Cacident and Health  Disability income  Major medical  Hospitalization and surgical expense  Life Insurance  Programming family income needs  Retirement Income  Cash value life insurance  Variable annuity  Mutual Funds  IRAs	Uninsured/underinsured motorists coverage					
Accidental death/dismemberment/disability	Comprehensive					
Extended non-owned auto coverage  Motorcycles - motorscooters  Snownobile - golf carts  Trailers  Boats  Liability  Medical  Hull  Equipment  Aircraft  Liability  Passenger liability  Major medical  Hull  Disability income  Major medical  Hospitalization and surgical expense  Life Insurance  Programming family income needs  Retirement Income  Cash value life insurance  Variable annuity  Mutual Funds  IRAs	Collision					
Motorcycles - motorscooters	Accidental death/dismemberment/disability					
Snowmobile - golf carts	Extended non-owned auto coverage					
Trailers						
Boats Liability						
Liability  Medical  Hull  Equipment  Aircraft  Liability  Passenger liability  Major medical  Hull  Accident and Health  Disability income  Major medical  Hospitalization and surgical expense  Life Insurance  Programming family income needs  Retirement Income  Cash value life insurance  Variable annuity  Mutual Funds  IRAs	Trailers					
Medical						
Hull	•					
Equipment						
Aircraft Liability						
Liability						
Passenger liability  Major medical  Hull  Accident and Health  Disability income  Major medical  Hospitalization and surgical expense  Life Insurance  Programming family income needs  Retirement Income  Cash value life insurance  Variable annuity  Mutual Funds  IRAs						
Major medical	•					
Hull	•					
Accident and Health Disability income	· ·					
Disability income  Major medical  Hospitalization and surgical expense  Life Insurance  Programming family income needs  Retirement Income  Cash value life insurance  Variable annuity  Mutual Funds  IRAs						
Major medical						
Hospitalization and surgical expense						
Life Insurance Programming family income needs Retirement Income Cash value life insurance Variable annuity Mutual Funds IRAs	· ·					
Programming family income needs Retirement Income Cash value life insurance Variable annuity  Mutual Funds  IRAs						
Retirement Income  Cash value life insurance  Variable annuity  Mutual Funds  IRAs						_
Cash value life insurance  Variable annuity  Mutual Funds  IRAs		Ш		Ц	Ц	Ш
Variable annuity  Mutual Funds  IRAs						
Mutual Funds  IRAs						
IRAs						
(Insured) (Date	INAS	Ц	Ц		Ц	Ц
(2 4.0		(Insure	ed)			(Date)

# 2: A Checklist of Commercial Insurance Needs

			Recom-		
	Needs	Has	mended	Accepted	Rejected
Liability					
Workers compensation					
Commercial general					
Products and completed operations					
Independent contractors					
Contractual-blanket					
Personal injury					
Fire legal liability					
Premises medical					
Aircraft					
Watercraft					
Owned automobiles					
Leased or hired automobiles					
Employers non-ownership					
Drive other car, limited-broad					
Auto medical payments					
Bailee liability					
Umbrella liability					
Fiduciary/employee benefits					
Directors and officers					
Professional/errors and omissions					
Employment practices					
Other					
Buildings					
Special perils					
Earthquake					
Flood					
Sprinkler leakage					
Water damage					
Difference in conditions					
Sinkhole					
Agreed amount					
Replacement cost					
Increased cost of construction					
Demolition					
Signs					
Plate glass					

	Needs	Has	Recom- mended	Accepted	Daigatad
Loss to Business Personal Property	riccus	1148	mended	Accepted	Rejected
Special perils					
Earthquake					
Flood					
Sprinkler leakage					
Water damage					
Agreed amount					
Replacement cost					
Manufacturers output					
Reporting form/peak season					
Improvements and betterments					
Auto physical damage					
Marine hull					
Transportation floater					
Equipment floater					
Salesman's samples					
Installation floater					
Processing floater					
Parcel post					
Loss of Income					
Business income					
Extra expense					
Rent and leasehold					
Accounts receivable					
Valuable papers					
Contingent business interruption					
Boiler and Machinery Loss					
Boiler and machinery					
Business interruption (use and occupancy)	) 🗆				
Outage					
Human Failure					
Employee dishonesty - Coverage A					
Blanket					
Specific					
Forgery or alteration - Coverage B					
Theft, disappearance, and destruction -					
Coverage C					
Robbery and safe burglary - Coverage D					
Premises burglary - Coverage E					
Computer fraud - Coverage F					
Extortion - Coverage G					
Premises theft and robbery outside -					
Coverage H					

	Needs	Has	Recom- mended	Accepted	Rejected
Employee Protection				<b>.</b>	3
Group Life					
Group disability					
Major medical					
Accidental death and dismemberment					
Hospitalization - surgical					
Pension					
Management Protection					
Life-keyperson, proprietor,					
partnership, corporation					
Business continuation					
Retirement benefits					
	Custom	er Name			
	Date				