

STRATEGIC INSIGHT

INTO LIFE ASSURANCE OPPORTUNITIES

ON THE AFRICAN CONTINENT

1 October 2009

Sponsored by



SDF Financial Software Solutions
A Silverbridge Company

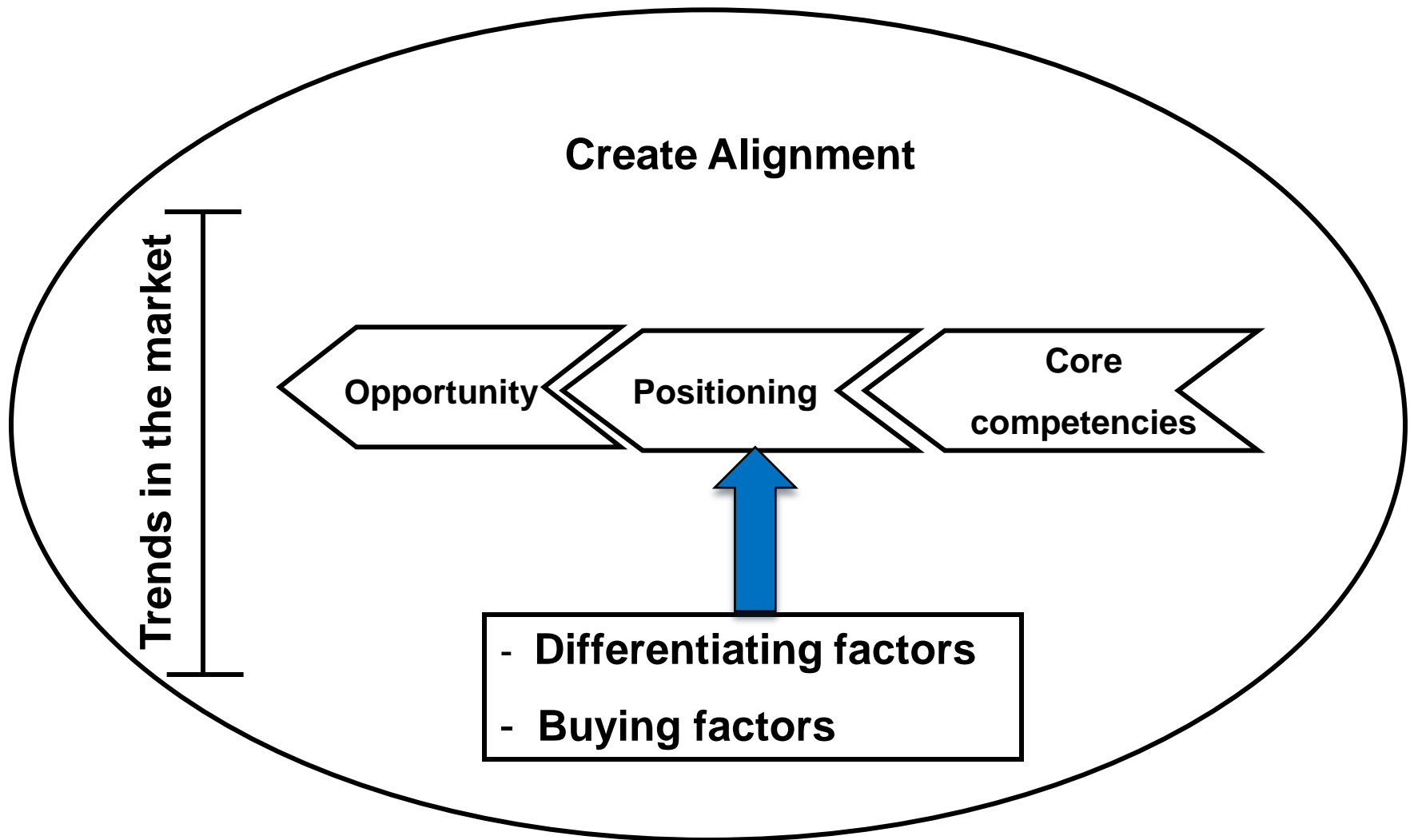
Marketing in Insurance

Taking service to your customer:
Differentiated needs, differentiated
solutions

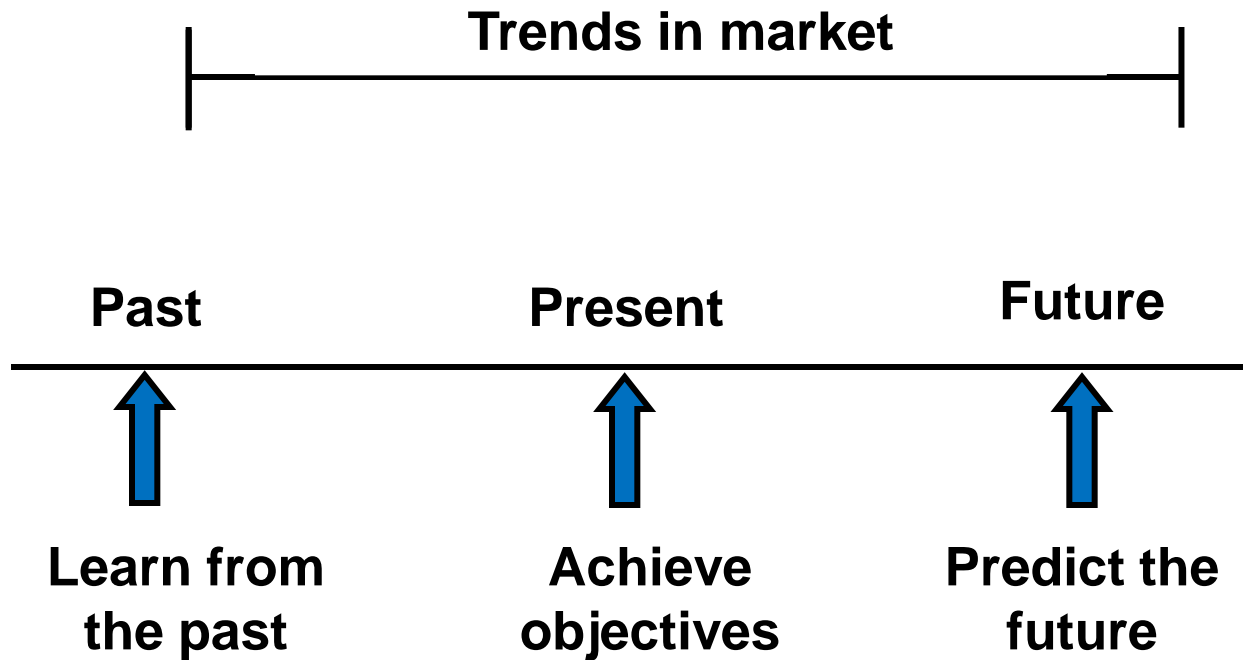
Presented by Johan Reyneke



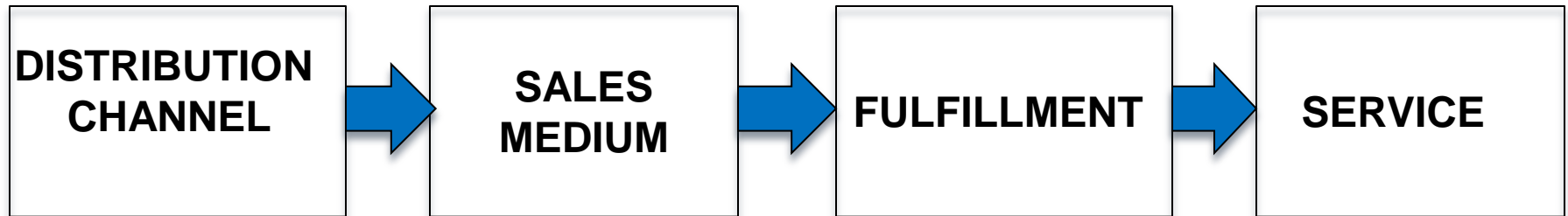
STRATEGIC POSITIONING



STRATEGY IN TIME



CUSTOMER VALUE CHAIN



CUSTOMER PERSPECTIVE

- **Don't know that he/she has a need**
- **What is the need**
- **Is the product that I bought the right solution**
- **I cannot test the product**
- **I can't even Halo Peter it**



PRODUCT HOUSES PERSPECTIVE

BUILD AND SELL VERSUS LISTEN AND SERVE

MARKETING PERSPECTIVE

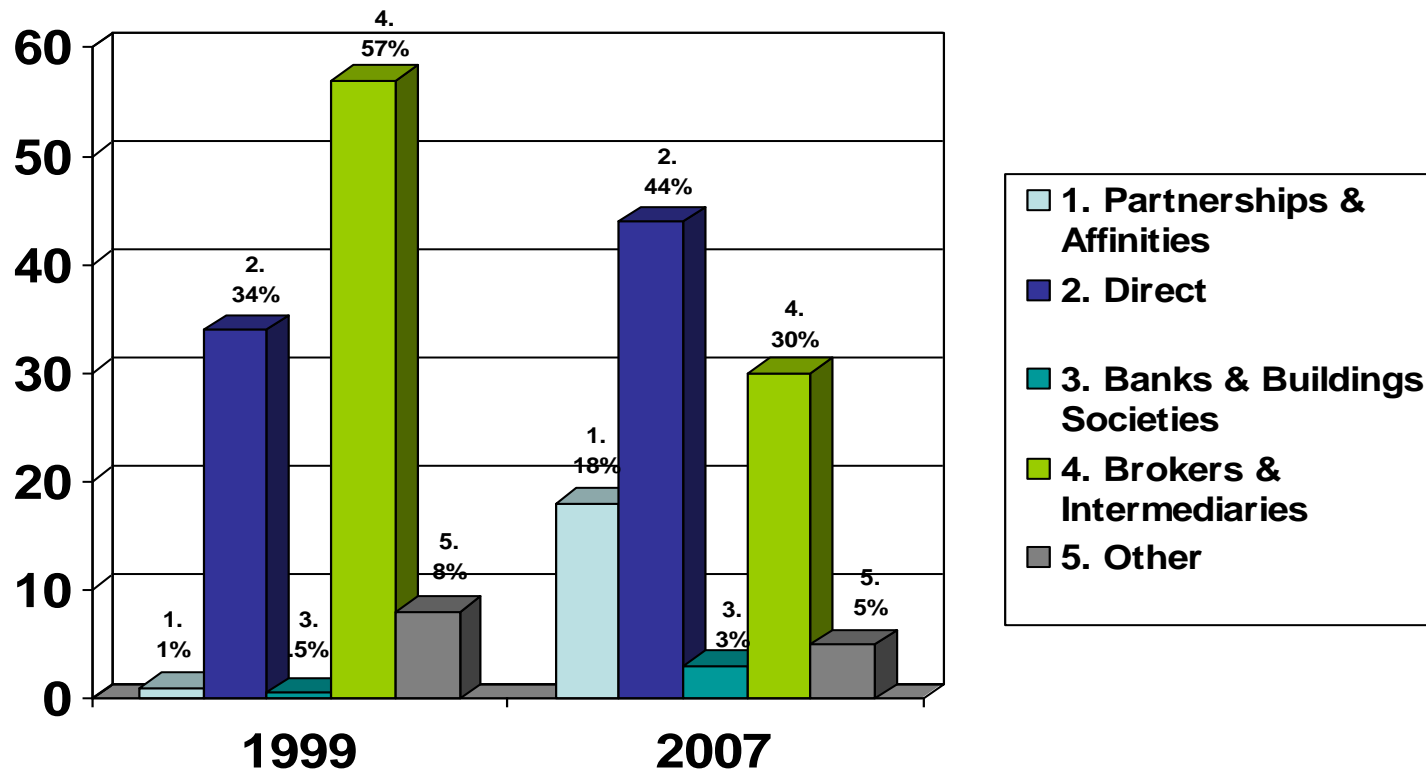
**MARKETING GETS THE DUCK TO SIT
SALES SHOOT THE SITTING DUCK**

VERSUS

MARKETING TO GET THE TARGET AUDIENCE TO TAKE ACTION

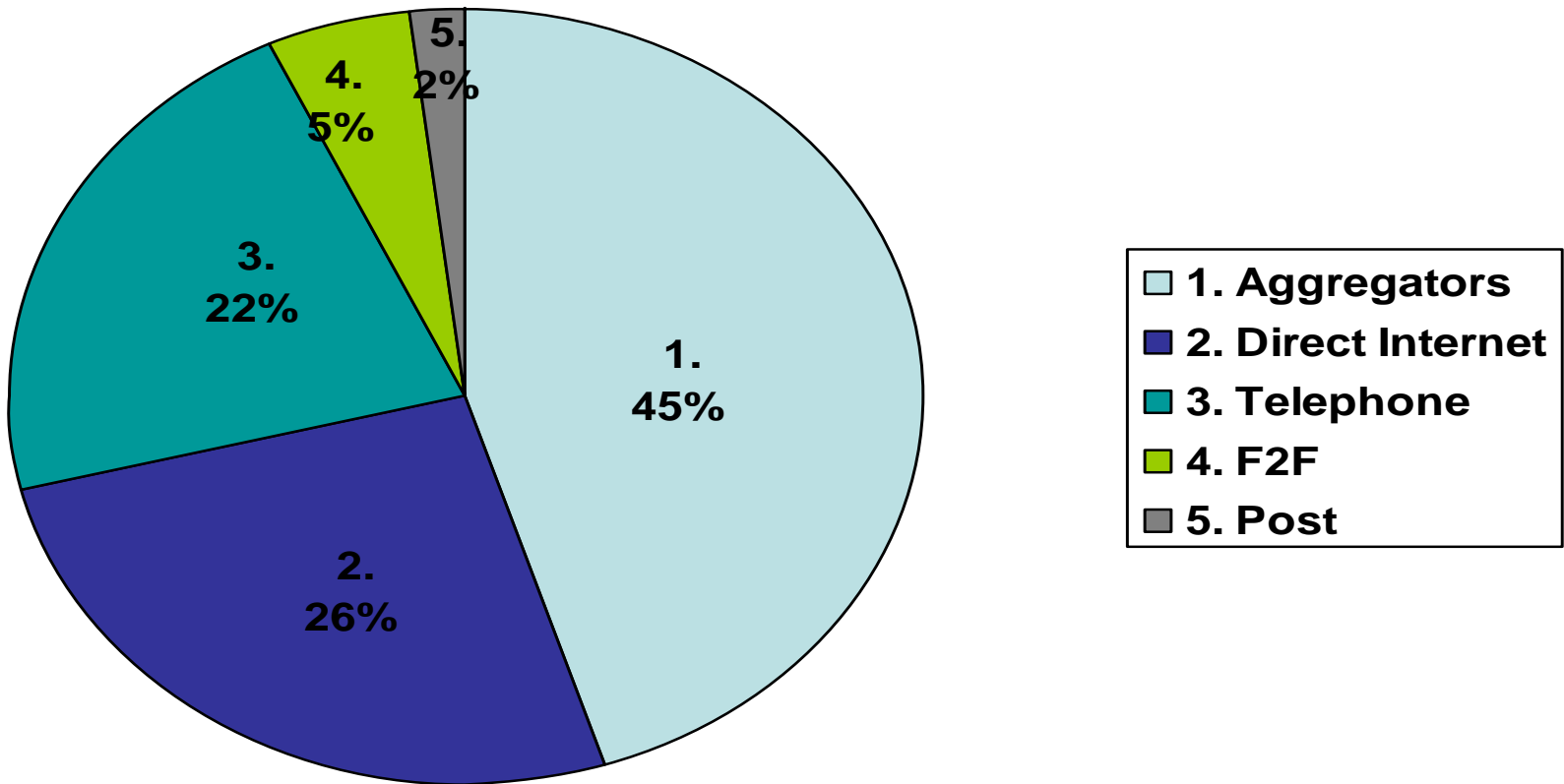
CHANNEL versus MEDIUM

UK General Insurance market share split by channel/platform

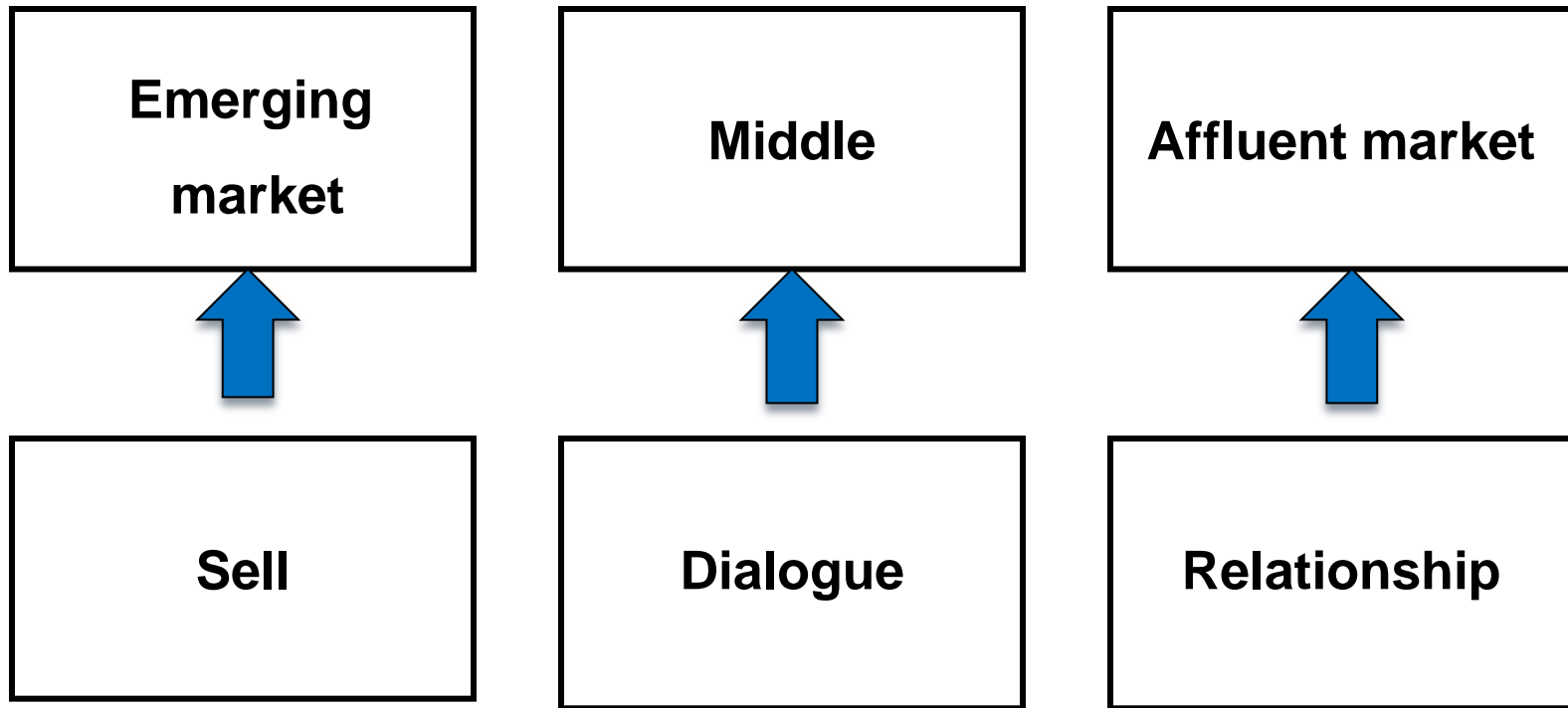


CHANNEL versus MEDIUM

UK General Insurance market share split by medium



MARKET SEGMENTATION



CONCLUSION

STRATEGY TALKS TO

WHAT

THE QUESTION IS

HOW