# Cross-Selling/Rounding Campaign Examples



#### **Rounding Personal Lines**

- Home or Renters, No Auto
- Home, No Umbrella
- Home, No Flood or Earthquake
- Home/Renters/Auto, No Life
- Auto/Motorcycle, No Home or Renters
- Auto/Motorcycle, No Umbrella
- Life, No Home/Renters/Auto
- Life, No Disability
- Life, No Long-Term Care
- Disability, No Life

# **Rounding Employee Benefits**

- Group Medical, No Group STD/LTD/Life
- Group Medical, No Group Dental/Vision
- Group Medical/Ancillary, No Voluntary Benefits
- Self-Funded Group Medical, No Stop-Loss
- Group Medical for FTEs, No Benefits for PTEs (Upsell ICHRAs)

# **Rounding Commercial Lines**

- General Liability/BOP, No Workers' Compensation
- General Liability/BOP, No Cyber Liability
- Property/BOP, No Crime Coverage
- Management Liability, No EPL
- EPL, No Management Liability
- Management Liability, No E&O
- E&O, No Management Liability

# **Department Cross-Selling**

- Workers' Compensation, No Group Medical/Ancillary
- Workers' Compensation, No Voluntary STD/LTD/Accident
- General Liability/BOP, No Group Medical
- Group Medical/Ancillary, No General Liability
- Group Medical/Ancillary, No E&O
- Any Commercial Lines, No Group Life or Voluntary Group Life

\*Not a comprehensive list.