

## Solution Development Checklist

Solution Development – Will the solution?	Yes	No
1. Support the direction and priorities of the prospect's business?		
2. Address the prospect's identified risk management and insurance needs?		
3. Satisfy the prospect's decision criteria for broker and insurance program selection?		
4. Add unique value that differentiates your agency from competition?		
5. Reduce the prospect's total cost of risk?		
6. Deliver an acceptable return on the prospect's investment?		