How to sell cyber with KYND

Why can't cyber insurance be easier to sell?

At KYND we understand the challenges of selling cyber insurance to your new or existing clients. Whether it's making complex cyber risks tangible or convincing customers cyber insurance is a necessity rather than an optional extra; only one thing is certain - despite the rise in cyber-crime, selling cyber insurance is not always easy.

The KYND Broker Programme is specifically designed to simplify and accelerate your sales of cyber liability insurance. We dissolve cyber ambiguity for both you, the broker and for the insured, by providing comprehensive, yet simple to understand evidence of your client's actual risks, along with unique access to a wide range of cyber sales resources and tools.

The Broker Programme is there to aid you at each step of the way, from pre-quotation to post-bind and can be applied with new leads or existing books.

Key programme features and benefits

What is KYND Start Report and how does it work?

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Your primary sales tool - the KYND Start Report is a non-intrusive one-off analysis of the external cyber risks facing an organisation at the specific date and time the analysis is performed.

KYND only needs the name of one website registered by the organisation to produce this full cyber risk assessment. KYND's technology is entirely non-invasive and requires no special access, download or involvement by the organisation itself. As part of the analysis, KYND assesses more than 250 cyber risk factors across domain registration, email security and services, ranking them either Red, Amber or Green.

There are two types of reports available - 'Summary' and 'Full' reports, each being best suited for showing the different scope of data based on the stage of your customer's journey:

- **Summary Report:**
  The KYND Summary report is a one-pager of the full report and includes a high-level overview of cyber risks facing your client, and their comparative risk profile versus their industry sector peers. Best utilised when sourcing for new leads or as a part of a quote pack, it gives you an instant overview of your prospect's risk exposure that lays a concrete foundation for your further cyber policy sale.

- **Full Report**
  The Full report includes KYND's top 5 prioritised actions to mitigate the cyber risks that have been identified and detailed information on each of these risks which can be delivered to the client as a value-added benefit to the insurance policy post-bind. Your dedicated Broker Buddy will be there to aid you in this process with tailored advice and expert guidance.

Comparative Risk Profile
The KYND Start Report also includes a one-off comparative analysis of the organisation versus its industry sector peers. This comparison measures the organisation in its performance of key operational processes that affect external cyber risk, and shows how the organisation ranks against its peers for each of those processes.

KYND 'Recommendations'
The report prioritises the actions that KYND proposes an organisation take to begin to mitigate the cyber risks that have been identified. Individual risks are grouped by type, the nature of the risks they pose is summarised and prioritised actions that can be taken to mitigate these risks are given.

KYND Broker Support Portal

If you're reading this then you're currently inside the portal... Welcome!

This portal is your control dashboard for the programme giving you 24/7 access to your sales tools that assist you in driving productive conversations. It includes the KYND Start Reports & The Phishing Simulator Tool as well as sector-specific support material including typical exposure, vulnerability information, case studies & key statistics.

Phishing Simulator Tool

KYND's Phishing Tool has been created to give your insured client real insight into some of the potential human factors that could impact their risk of falling victim to a cyber attack.

In order for your client to access the KYND Phishing Tool and launch a phishing campaign, you have to generate a unique access code. You can easily create it in the Sales Tools section of this portal and then provide it to your contact at the organisation.

Your client can then use this code to access the Phishing Tool and run a simulated phishing test on their chosen employees. The simulation takes roughly 7 days to complete and over that period several phishing emails will be sent at different times. Don't worry – these are completely safe and controlled by KYND.

At the end of the simulation, KYND will provide your customer a report to show the outcome of the simulation. You will also receive a notification that the simulation has been run but not the details of the results.

This tool provides considerable insight into the human fallibility of your client's business and is another highly valuable service you can use to increase leverage of your cyber policy sale.

Broker Buddy Sales Support

Your dedicated KYND Broker Buddy is always here to help you understand the KYND Start report results for your client and is just a phone call away. Simply send us an email to arrange a one-to-one consultation to discuss the KYND Start report findings, understand their cyber risk exposure and how these risks connect to the insurance policy.

Insured Consultation with KYND

An important goal for us here at KYND is to make sure you, the broker, are as operationally streamlined as possible. We want to alleviate your responsibility of having to respond to technical insured questions once the client has seen the report - such as;

"The Start Report indicates that my organisation has some serious cyber risks, what should I do next?"

Therefore, post binding, we offer a direct consultation between our cyber expert team and your client as an indispensable benefit to your policy sale to help them tackle their existing risks.

We hope you'll enjoy being a member of our KYND Broker Programme. It has been specifically created to empower you with the tools and support to educate your potential and existing clients of the risks they face, to increase their resilience to the cyber threat and most importantly to understand and appreciate the need for cyber liability insurance. We are always here to help, so if you have any questions please get in touch by simply sending us an email to **brokers@kynd.io**.