



Rock grows trade sales

Rock Insurance has seen travel trade sales grow by 7% since the beginning of this year thanks to further integration and the increased use of technology in travel insurance sales.

Despite a year on year decline of 15% during January and February, Rock's figures have bounced back in more recent months thanks to a strong sales team and a concerted effort by the trade to boost their insurance sales. The UK travel trade now accounts for 20% of all travel insurance sales, a dramatic change from the 90% they represented ten years ago. The trade could reclaim some of these sales if they continue to focus their attention on insurance.

John Buckingham, Sales Director, Rock Insurance, comments: "Regulation appears to have had a positive effect on trade sales. With the increased costs associated with the administration of FSA regulated insurance, agents are getting their money's worth by selling greater volumes.

"Over the past 12 months Rock has provided additional resources to encourage and support trade sales including a revamped website with more information on how to sell and an online training programme that agents can use as and when convenient to improve their product knowledge and their selling confidence. We will continue to step up our activity within the trade sector to further encourage this growth and generate more commissions for our agents."

For information about Rock Insurance please call 0844 482 0660 or email info@rockinsurance.com.

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