

# Corporate Chartered Status

Your guide to making it work hard for you

# Now you're Chartered. What's next?

Make the most of your achievement by putting these ideas into action over the coming weeks and months.

 take a look

## 1. Inform your staff

Issue a communication to your staff highlighting your Chartered status and your commitment to helping them develop the highest standards of technical knowledge and ethical behaviour.



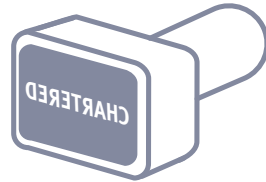
## 2. Tell prospective employees

Include details in job descriptions and adverts and incorporate in your company welcome pack. Chartered status is a clear indicator of the professional standing of your firm. People like to work for the best companies and Chartered firms are viewed as "best of breed" in their market sectors.

## 9. Reinforce your credentials

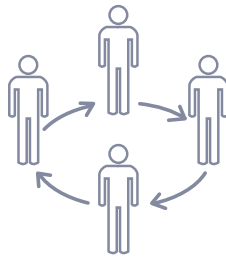
A range of activities can be undertaken to highlight your Chartered status to potential new customers:

- include the Chartered logo on all company business stationery
- include a description in new business and renewal proposals
- add to your website and email signatures.



## 8. Create a referral network

Contact other professional services firms in your area – accountants, solicitors, surveyors – and form a network of like-minded professionals who can cross-refer clients when appropriate.



# Nine simple ways to spread the word about your Chartered status.



## 3. Notify existing customers

Inform existing clients of your new status in writing – a great opportunity to refresh contact. Explain the exclusivity of the title, how it underpins best practice and good customer service and is a commitment to ethical practice.

## 7. Badge your premises

Display Chartered certificates in the reception area of all your offices, incorporate on company signage and place a Chartered sticker in your office window. Ensure that everyone passing or stepping into your premises is aware of your Chartered status.



## 4. Be accessible to new customers

As a firm of Chartered Insurance Brokers, you are eligible for inclusion on the CII's online publicly searchable directory of Chartered firms. This includes details of the classes of business you deal with, together with your firm's contact details.



## 6. Raise your profile through PR

Differentiate yourself and raise your profile locally. Issue a press release highlighting your new exclusive status to local newspapers and business supplements. Offer to write about what Chartered status means.



## 5. Advertise your success

Ensure any contact with potential customers or business referrers makes explicit reference to your exclusive Chartered status in all communications, mailshots, adverts, sponsorships etc.

A suite of material to help you  
spread the word can be found online  
**[www.cii.co.uk/charteredcomms](http://www.cii.co.uk/charteredcomms)**

**Proud to be Chartered**