

CUT AWAY THE UNKNOWN

# Trade Credit Insurance

How the unknown can harm you,  
and what we can do to help





# Bartlett and the unknown

When you're dealing with other businesses, the unknown is dangerous.

How well do you really know your customers?  
Are they a good target for more of your business?  
Will they honour their agreements with you?  
Are they financially secure?

When you don't have this information, it's hard to make the best decisions. You can't tell when to play it safe, or when to pursue new opportunities.

At Bartlett we believe that the best way to help our clients is to cut away the unknowns that could hurt them. We do this the only way possible, through rigorous analysis and attention to detail.

## Introducing the Bartlett Group

We are not a huge firm.

In fact, we're a small fish in a big ocean. We're international, but our employees number in their hundreds, not the thousands of our competitors.

You might expect us to be at a disadvantage.

Yet we handle trade credit insurance for businesses from small independents to global multinationals, dealing with everything from whole turnover credit insurance to specialist products like surety bonds. And because our people are experts in this technical and changing field, we are able to create solutions that exactly match our clients' varied needs.

In fact, once our clients have seen the benefits of working with us they tend to stay around. We've been looking after some of our clients for more than 30 years, and our retention rate is 95%.

Our secret weapon? We understand how to make credit insurance not just a shield, but an active tool for growth.



We've dealt with Bartlett for over 10 years and regard them as an invaluable resource for our business. They have a very strong grasp of our aims and have helped us to grow our business."

**GLOBAL EXPORTER**



## How well are you dealing with the unknown?

You can't know every company you do business with personally. So how can you protect yourself from unpleasant surprises?

One solution is to restrict your dealings to companies with a good track record – but even 'blue-chip' businesses can have undisclosed issues. And in a volatile economy, few companies can be truly fail-safe.

But a full credit risk review can uncover the real financial situation, allowing you to do business accordingly. Any further concerns can be countered with a bespoke credit insurance policy, tailored specifically to match the profile of your customer base.

At Bartlett we employ technical specialists rather than generalists. Our team is up to date with new market developments and products. In a market driven by tariffs and generic pricing models we go beyond one-size-fits-all solutions to offer you the credit insurance demanded by your business's exact needs.

So you'll always have the reassurance of protection that evolves as your business does.



## Play it safe

Trade credit insurance protects against the risk of big losses if a customer becomes insolvent or defaults. It involves a close look at all your partners (and, just as importantly, your potential partners) to make sure you take out the right cover.

Depending on your needs, you can choose to insure just one customer, or your entire sales ledger. Or you can arrange cover for losses over a certain amount.

And it could even help reduce your DSO – because reporting delayed payments to your underwriter can easily have a negative effect on your customers' credit ratings. It's no coincidence that companies with credit insurance get paid more quickly.

## Play to win

The security of credit insurance means you don't need to restrict your dealings to existing partners. If your business is ready to pursue new accounts or increase sales to existing customers, you can go ahead, without worrying whether they'll live up to your financial expectations.

You'll also gain a new competitive edge. Working with underwriters gives you access to a vast amount of proprietary information about potential partners, which can help you to make more informed commercial decisions.

## How we work: getting down to details

We begin every new relationship with an analysis of your business and a credit risk review of your current partners. It's completely confidential and involves no contact with them. But it will help you decide where to focus your efforts and what kind of cover you might need.

If you decide that trade credit insurance could help your business to thrive, we'll take you on to a full review. We will carry out a much more extensive fact find and produce a detailed insurer presentation. We will then begin to negotiate with the market and provide you with formal quotes.

Our account managers, brokers and technical specialists work together to support you through the entire process from completing the proposal forms to making a claim, because we know that a stable, expert team will give you the best results for the long term.



When our biggest customer was in financial difficulty, we could neither risk walking away nor continuing to do business with them. Bartlett successfully placed insurance to protect our debt; and following the company's subsequent insolvency, negotiated the settlement of a six-figure claim."

**CONSTRUCTION RECRUITMENT  
COMPANY**

# Our review process

## STEP 1:

### Business assessment

An objective review of your business and your current credit risk mitigation programmes, including analysis of your sales ledger. This will allow us to identify how and where credit insurance could bolster your operations, and make recommendations for improvements to your systems.

**There's no obligation to continue, but if you decide to go further...**

## STEP 2:

### Full review

An in-depth credit risk review of all your key customers. We will produce a full, detailed insurer presentation and recommend underwriters who have the appetite and technical knowledge for your risks.

This tailored review delves much deeper than the standardised insurance proposals you may be used to. It has three advantages giving you:

- 1. Fact-based, risk-specific pricing** – not guesswork, generalisations or assumption
- 2. Engaged, fully-informed underwriters** who have the confidence to accept our suggested pricing
- 3. Robust disclosure**, leaving insurers nowhere to hide in the event of a claim



Following a detailed review of all our customers, Bartlett created a cost-effective policy to match our needs, covering only those customers we considered to be more risky. This has allowed us to grow our business with confidence and in the knowledge that Bartlett has our back.”

#### **CLOTHING WHOLESALER**

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We hope we've given you food for thought. If you're interested in a further conversation, please get in touch.

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Broker at **LLOYD'S**

