

1 | ALLSTATE PRODUCTS

Allstate is much more than just auto and home insurance. Through its range of innovative insurance and financial products, Allstate can help customers protect their lifestyle. On this page you will discover the variety of ways Allstate provides protection to customers.

NOTE: While it is helpful to be aware of the different products Allstate
offers, you cannot discuss coverages with customers until you obtain
binding authority and are appointed by Allstate to sell and service its
insurance products. Until then, if a customer asks for details on a product,
introduce the customer to one of the licensed and appointed sales
professionals in your agency.



ACTIVITY INSTRUCTIONS

- 1. Print and save this worksheet for your future reference.*
- 2. On Allstate.com, click "Insurance & More" at the top of the screen to see product names.
- 3. Complete the Word Search below by finding at least 10 products offered by Allstate.

 (HINT: In the puzzle, product names can be horizontal, vertical, diagonal or even backwards!)

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As you learned in an earlier activity, Allstate and your agency work hard to meet what Allstate has defined as the "four customer wants" – **Respect Me**, **Protect Me**, **Make it Simple**, and **Save Me Money**. As you explore the products Allstate offers, identify how the variety of products offered help meet customer wants.

Customer Wants	How does offering a variety of products help meet each "customer want?"
Respect Me	
Protect Me	
Make it Simple	
Save Me Money	



How does offering a variety of products helps Allstate and the agency meet the "Four Customer Wants"?