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## **Overcoming Objections and Cognitive Biases in Insurance Broking: A Strategic Approach for the Hong Kong Market**

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**Date:** 8 December 2026 (Tuesday)

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**Time:** 3pm – 5pm (HKT)

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**Mode:** Zoom

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### Course Outline

In Hong Kong's dynamic insurance landscape, brokers play a critical role in bridging the needs of clients with the risk appetite of insurers.

This session equips insurance brokers with the tools to recognise and manage objections and cognitive biases that arise during negotiations with underwriters and interactions with clients.

The focus is on improving outcomes by enhancing communication strategies, understanding behavioural tendencies, and building trust in high-stakes scenarios such as underwriting and claims discussions.

Through industry-specific scenarios, brokers will learn to navigate objections more effectively, influence decisions constructively, and achieve fairer, more mutually beneficial outcomes.

### Speaker

#### **Mr. Jeff Heasman**

Jeff Heasman is an international insurance and legal specialist with expertise in law, behavioural sciences, business psychology, negotiation, communication strategies, and claims handling. He provides consultancy and training to the world's leading brokers and insurers across Asia Pacific, Latin America, and Europe. A former litigation executive, senior liability adjuster, and the first Dean of the Faculty of Law at Cavendish University in Zambia, Jeff lectures internationally and is the author of the forthcoming Elgar Concise Encyclopaedia of Terrorism Law entry on insurance against terrorism. He is also co-founder of the Insurance Cyber and Political Risks Observatory (ICPRO), where he focuses on applying behavioural and analytical insight to underwriting, cyber risk, and portfolio exposure.