

Close more DI sales:

Overcome Objections

- It costs too much!
- I won't use it!
- My family will take care of me!
- The government will take care of me!
- I have other financial means (savings, etc).
- I want to wait and think about it!

See how to overcome these objections easily, in next slides.

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- It Costs too much!

Ask your client what he/she spends on other personal insurance products. Document the numbers, and calculate the annual and daily costs of each type of protection.

Show the “cost per day” and “cost per \$1,000 of monthly benefit” chart and show “apples-to-apples” how disability insurance is much cheaper than their car or home insurance, while the covered value is much higher with DI.

Overcome Objections

- It Costs too much! - see example below:

Client: Valued Client Age: 30 Income: 45,000/yr

Years to retirement: 37 Total income before retirement: \$1,665,000

To show how much income protection costs in comparison with other assets' :

Asset	Value	Cost for insurance/yr	Cost per day
Cars	\$50,000	\$1,200	\$3.29
Home	\$300,000	\$1,000	\$2.74
Boat, Motorcycle	\$25,000	\$650	\$1.78
Total	<u>\$380,000</u>	<u>\$2,850</u>	<u>\$7.81</u>
Income	<u>\$1,665,000</u>	<u>\$656</u>	<u>\$1.80</u>

In our example, our 30 years old male has an office type job, no manual duties (white collar); Plan can cover up to 100% income, with Base DI, Residual and Catastrophic disability rider.

Comparing apples-to-apples the client will see that protecting over \$1.6 Million of income would only cost \$1,80 per day, while all his other assets cost \$7.81 per day to cover only \$380,000 of value. Client will understand affordability and the importance of protecting the ability to earn an income.

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- I won't use it!

Show an option with the “Return of Premium” – which can return the premium up to 100% at age 65 if benefits were not used.

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- My family will take care of me!

Ask your client to name three family members that will be willing to pay for his/her bills for a period longer than a couple months, in case the client can't bring in a paycheck due to illness.

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- The government will take care of me!

In reality, Social Security denies over 75% of claims; Also, their definition of being “disabled” to qualify for benefits is: “disability must last or be expected to last for at least one year or result in death”



Browser navigation bar with icons for Back, Forward, Stop, Refresh, Home, Search, Favorites, Media, Mail, Print, Windows, and a user profile icon. The address bar shows <http://ssa.gov/dibplan/dqualify4.htm> and a Go button.

Social Security Online Disability Planner

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What We Mean By Disability

The definition of disability under Social Security is different than other programs. Social Security pays only for total disability. **No benefits are payable for partial disability or for short-term disability.**

Disability under Social Security is based on your inability to work. We consider you disabled under Social Security rules if you cannot do work that you did before and we decide that you cannot adjust to other work because of your medical condition(s). Your disability must also last or be expected to last for at least one year or to result in death.

This is a strict definition of disability. Social Security program rules assume that working families have access to other resources to provide support during periods of short-term disabilities, including workers' compensation, insurance, savings and investments.

Go to the next page to see [how we decide if you are disabled](#).

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- I have other financial means (savings, selling assets, etc)

How would you replace your lost income?



t **Savings?**

One year of disability can wipe out 10 years of savings (if you saved 10% of your annual income for the past 10 years).



t **Borrow?**

What bank would lend you money if you were disabled and unemployed?



t **Selling assets?**

Could you maintain your standard of living without placing additional strain on you and your family?

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- I want to wait and think about it!

People usually don't get healthier as they grow older, and coverage will cost more.

Show the client the brochure “Reasons NOT to buy Disability Insurance”.
Download here: www.DisabilityCenter.com/agents

Also, have the client sign the “Waiver of Responsibility” showing that the client acknowledged the fact that you offered the Income protection plan, releasing you as an agent from any responsibility in case your client does become sick or hurt and can't work.

This usually makes clients realize the importance and liability they expose themselves to, by not protecting their income.

Overcome DI Objections and Close more DI sales

Place the Business!



- **Check that key concerns** have been covered.
- **Summarize** the Benefits.
- Propose a **realistic commitment**.
 - Review a customized DI proposal.
 - Take an application for coverage.



We're here to help!

Request a quote here: www.DisabilityCenter.com

Call us today about our EXCLUSIVE DISCOUNTS (up to 30% off) to help you gain competitive advantage in your marketplace.

Leading Edge Disability Center

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