

How To Start The Disability Insurance Discussion

In order for any sales opportunity to end with success, you must begin by asking the right questions to uncover three very important characteristics about your clients.

1. Find out what's important to them.

For many people it's family, for others it's their business; whatever may be true for your clients, ask until they reveal it to you (and take notes to refer back to for future meetings with this client!).

2. Understand their feelings about financial planning.

As much as we want our clients to believe in making sound financial decisions, it is not always the norm and sometimes you have to walk away. It doesn't mean you cannot follow up with them in the future, but your time is best spent with individuals, families and business owners that not only need your help, but truly want your help.

3. Expose their needs.

The more you ask, the more your clients will reveal to you and as a result, you can offer solutions that make sense, fit into their budget and fill the gaps in their existing financial plan.

Conversation Starters

- What is important to you?
- What are your dreams and goals? Where do you see yourself in five years? How about in ten or twenty years?
- How do you spend your money? Once you've learned what makes them tick, get clients to think about what would happen to the things they value in the event an illness or injury put them out of work and their income stopped.
- What would happen if you could no longer work and suddenly lost your income? How would you pay the bills and keep up with your financial responsibilities?
- What impact would this have on your family? How does your five, ten, or twenty year view change if your income suddenly stopped? People often have a tough time internalizing these consequences until they actually see someone go through a disability or extended care crisis.
- Ask your client who they know anyone who has suffered a disability and was unable to work for a period of time.
- Ask how the disabling event impacted that person, both financially and emotionally?
- How did the disabling event impact their family?