

QUESTIONS TO CONSIDER

If sickness or injury prevented you from working in the business ...

How long could you continue to take income from the business?

Could you be replaced? How long could the business afford to pay a replacement and at the same time pay you?

How will your creditors be paid?

Could you continue making retirement contributions?

How long could you afford to keep your employees?

How long would your business be able to stay in business?

How long will your partners want to keep you in the business?

Where will your partners get the money to buy you out?

If a key employee went out on disability ...

Would you feel obligated to continue his or her pay?

For how long could you continue payments?

Do you have the paperwork that would make this possible?

Do you have a funding vehicle to make this possible?

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Establishing the Need

Objection: "I'll never need it."

Successful business owners generally have little time to spend with you. You have to get their attention quickly and go right to the "bottom line." Use this list of questions to get a conversation started.