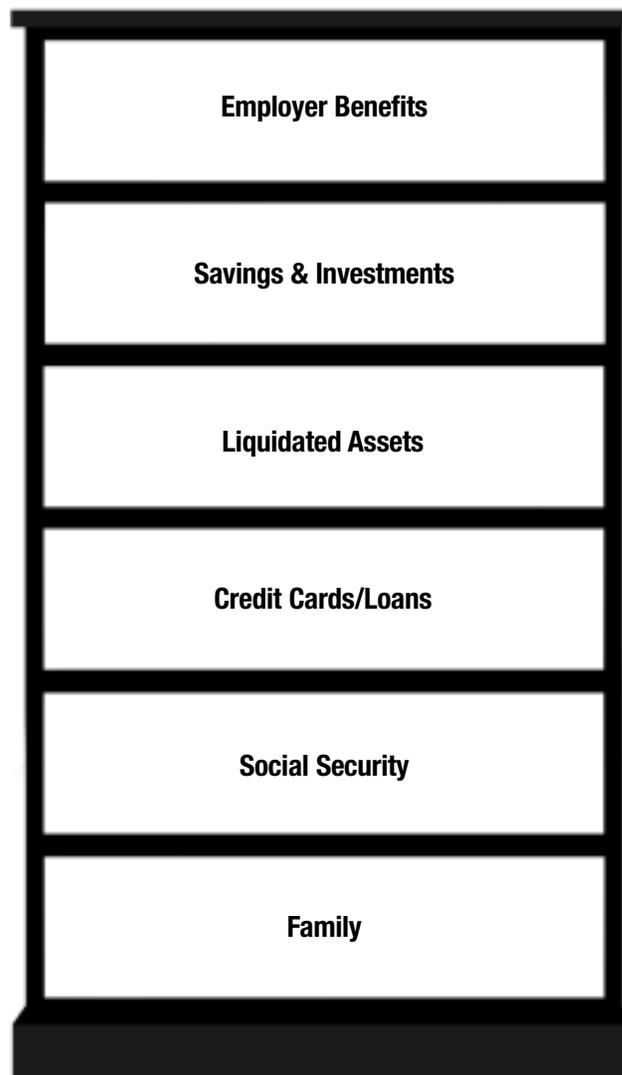


WHERE WILL THE MONEY COME FROM?

You become sick or injured and cannot work. Which drawers will you be able to open? What will you find in them?



WHERE WILL THE MONEY COME FROM?

Establishing the Need

Most prospects have truly never thought about their options for income if they were to become disabled. When the subject is brought up, they tend to express some vague sense of confidence that they have one or more options. Use this diagram to help your prospect discover why “alternate sources of income” are either not available or inadequate. Individual disability insurance is the real solution. It is most effective if you draw the diagram while you are talking with the prospect and “x out” or put a question mark as appropriate by each potential source of income.

SCRIPT:

“(Prospect’s First Name), let’s address the financial options you might have if you become too sick or injured to work, and see how viable they are. We can think of these options as drawers you may – or may not – be able to open. And what will you find when you open them?”

Many people feel that employer-provided benefits would be available. Of course, medical benefits go to pay hospitals and doctors, not you. You may have sick days or salary continuation benefits, but how long would these last? And if you have group long term disability benefits through work, are benefits adequate? What percentage of your income is covered?

You might consider tapping into your savings or investments. The question is, how long would your savings last? Most families would exhaust years of savings in just a few months. People save and invest because they care about their family’s future (e.g. college or retirement funding). Would you want to jeopardize those hopes and dreams?

Do you have assets that you could liquidate? If so, will you be able to get a fair price?

Borrowing money is not an alternate source of income—in fact it makes the financial problem worse. Besides, it’s very difficult for someone without an income to borrow money from an institution.

The Social Security system pays benefits for some severely disabled individuals. But the requirements are so strict that fewer than 50% of applicants ever receive a benefit. Additionally, benefits are limited: the average monthly payment is \$786* (\$1,310 for a family with at least one child). Social Security benefits also offset any benefits received under an employer group disability plan.

Is it reasonable to depend on family members to help for an extended period? Or solely on your spouse’s income? Even under normal circumstances, most families depend on two incomes to maintain their living standard.

Disability income insurance is the solution: a dependable source of income that will be there when you need it.

*Source: Social Security Administration, Annual Statistical Report, 2002