

WHICH JOB WOULD YOU WANT?

	Paycheck Option A	Paycheck Option B
Healthy and Working	\$100,000	\$98,000
Sick or Hurt and Not Working	\$0	\$58,200 (Tax-Free)

Which Paycheck Option Do You Have Today?

Which One Would You Want?

WHICH JOB WOULD YOU WANT?

Establishing the Need

Objection: “DI costs too much.”

This simple concept helps your prospect (especially a younger prospect) to understand exactly what disability income insurance accomplishes: it pays you an income if you are too sick or hurt to work. The piece is most effective if you draw it out with the prospect.

It is more effective to use the client’s actual current income, but you need to know how much DI he or she can get and the approximate premium for that coverage (for males it will be in the range of 2% - 3%; for females, 3% - 5%).

SCRIPT:

“(Prospect’s First Name), imagine that you just found the ideal job. You are asked to choose between two paycheck options.

Under Option A you will be paid \$100,000 per year while you are healthy and working, but nothing if you get sick or hurt and cannot work.

Under Option B you will be paid \$98,000 per year while you are healthy and working, and \$58,200 per year on a tax-free basis if you get sick or hurt and cannot work.

Note: The difference in the “healthy and working” income for Option B is the approximate cost for disability coverage (in this case about 2%):

A Class 5 male age 35 who earns \$100,000 per year qualifies for \$4850 per month of ProVider Plus coverage (annualized benefit is \$58,200). The premium for such an individual is \$1878.33; benefits included are coverage to age 65 (with a 90-day elimination period), Residual Disability Benefits and 3% COLA rider.

“Which paycheck option would you want?”

Note: use the word “want” – not a weaker word!

“More importantly, which paycheck option do you have today?”