

Umbrella Objections

“I do not have a million dollars.” You do not need to *have* a million dollars to be sued for a million dollars.

“You cannot get blood from a turnip.” No, but a jury can get 25% of your paycheck for the rest of your life. Would that make life easier for you or harder for you?

“I cannot afford anything extra.” I understand, but can you really afford *not* to protect everything you have worked so hard for? If you were hit by someone who was found at fault, would you want them to be held accountable for their actions? But what if they *could not afford anything extra*, would you let them off the hook? If you wouldn't, then what makes you think that they would let *you* off the hook?

“I have a trust.” I have heard that your money is fine as long as it stays *inside* the trust but once it comes out of the trust it is no longer protected. Is it going to stay in the trust forever or do you plan to use it one day?

A final statement to an umbrella objection: Mr. Customer, I am the type of person who believes in doing what is right. If I cause an accident and hurt someone, I would want to fix my mistake. I would want to make it right. What about you? Would you want to fix *your* mistake? *Of course, I would.*

Would *you* want to fix it, or would you like for *us* to fix it?

Auto and Home

It is fairly easy to sell auto insurance or homeowners insurance if your price is lower than the competition. But as I always say, “If you live by the price you will die by the price.” The only reason your customer is willing to pay more money for your policy is that they must see the value in doing business with you.

Always show your value to the customer. Ask the customer questions about what they are looking for in an insurance company. Take price completely out of it. When they give answers, show your value in that area. Do not be presumptive. You do not know what is truly important to them until you ask.

“Price is what you pay. Value is what you get.” – Warren Buffet

Tell stories about how your advice helped customers avoid financial devastation (dirty word). Deep down you know it is not about price because we all have customers who are willing to pay more money to do business with us. When they are no longer willing to do that, it is because the *price* has outweighed your *value*. Take ownership of that.

Use your price objection word tracks when applicable. Redirect their attention away from price. Say, “I know that price is important you. It is important to me as well. Besides price, what is most important to you? Really, tell me more about that?” Then sell your *value* on how you can help them accomplish whatever *that* is.

Put yourself in their shoes. What would someone have to say to get you to pay a higher price for something? If you do not have confidence in your own product, you will always struggle with price. Confidence is something you create within yourself by believing in what you do. Do you really believe that you are worth the extra money? Well, do you?

Auto Insurance

One of the things you can do to write more life apps and hospital income apps (although smaller premiums) is getting the customer to “opt out” rather than asking them to “opt in”.

Most team members present the auto policy and then ask the customer to buy a life or hospital income policy to go along with it. This is “opting in”. You should present the auto policy *with* the life and HI and have the customer say *no* to the policies, “opting out”.

Mr. Customer I have your auto quote ready for you. You have 3 protection packages to choose from.

- **Package #1:** Auto policy with accident policy. It pays you cash if you have an accident or injury in *or* out of your vehicle. It does not matter. It also pays you cash every day that you spend in the hospital for *any* reason, \$250 every single day. It is our most popular policy, it is super, super cheap, and I am going to give you a discount on your auto policy as well. It is a no-brainer. It is only \$115mo total.
- **Package #2:** Auto policy with life policy or (death benefit). Worst case scenario, if something were to happen to you in *or* out of your vehicle and you passed away for any reason, we will pay your beneficiary \$125,000 cash (*10yr term*). And, I am still going to give you a discount on your auto. A lot of our customers choose this package because they *love* someone. Who do *you* love? It is only \$125mo total.
- **Package #3:** Auto policy with the accident and life policy. *Most* of our customers choose this package because it gives you the best of both worlds. It is only \$140mo total.

Which protection package works best for you? #1, #2 or #3?

“We must protect what we love at all times” – Unknown

If the customer is in front of you and *not* on the phone it will help if you draw this diagram, so they can follow along. People think in pictures and are visual. Have a *cover sheet* over the entire diagram and only expose the package that you are discussing at that time from left to right.

Protection Packages

Auto and MLD	\$100	Auto and MLD	\$100	Auto and MLD	\$100
Accident	<u>\$15</u>	Life	<u>\$25</u>	Accident	\$15
Total	\$115	Total	\$125	Life	<u>\$25</u>
				Total	\$140

Objection:

“I just want the auto. Well, you’re going to lose your discount. Why would you want to do that?

“I can only afford the auto.”

To sell the HI policy: If you only get the auto, I cannot give you the discount. You like discounts, don’t you? Wouldn’t it make sense to at least take advantage of the accident policy? It is the least expensive and it puts cash in your pocket. If you use the policy *once*, it is paid for and you are now *earning* money. Do you like earning money? (\$15mo x 12 mos = \$180. Minimum payout is \$250) For \$0.05 a day, what’s not to like about this policy?

To sell the life policy: If you only get the auto, I cannot give you the discount. You like discounts, don’t you? Wouldn’t it make sense to at least take advantage of the life policy? You told me that you loved _____, didn’t you? If something were to happen to you, what could _____ do with \$125,000? How would that make you feel? For \$0.83 a day, what’s not to like about this policy?

Disability

Every insurance agency is helping their customer with auto insurance, homeowners insurance, and life insurance. Very few are helping with disability insurance. If a customer loses their paycheck, they can lose everything for which they have worked so hard.

I will discuss how to have a conversation with your customer about Disability Insurance (DI), how to draw a diagram explaining the concept of DI and how to get the customer to buy while they are in your office.

One of the first things you must do, is *stop* referring to it as DI when trying to sell it. You only mention the word disability when you are explaining the name of the policy, *not* what the policy does. Remember to sell the problem you solve, not the product.

“78% of full time workers live from paycheck to paycheck. 69% of full time workers have less than \$1,000 in their savings account” – CNBC

Disability is a *dirty word* and so is disabled. The average customer cannot see himself or herself being disabled. They associate the word disabled with the handicapped or having a long-term disability. Replace the word disability with words like *income*, *paycheck*, or *money*. These words are very simple, self-explanatory, and important to all of us. Replace the word disabled with sick, or hurt, or injured.

We all have been sick, hurt, or injured at one time or another and your customer will identify with these phrases. You must make them realize that this *can* happen to them. You must do a good job of painting the picture to show what would happen to their world if it does happen. It is not a pretty picture, so stop painting it as one.

Imagine what would happen to *you* if you lost your paycheck next week. SERIOUSLY, IMAGINE IT! Could you survive? What if you lost it for 2 or 3 weeks? What about 2 or 3 months? What you are feeling *right now* is what you must get the customer to feel.

Educating your customers on disability insurance (aka paycheck protection) sets you apart from most agents out there and can help create the X Factor for you and your agency. You are discussing a topic with your customer about which they are not used to hearing. It is about something that is extremely important to them, their paycheck.

Here are my two favorite questions to ask to start a disability conversation:

- Is your paycheck important to you?
- If you became sick or hurt and could not work and you had no paycheck, how would that affect you?

Ask your customer, "Is your paycheck important to you?" You will always get a "Yes". Then ask a follow up question, "On a scale of 1-10, how important is it?" They always say "10". Then ask, "If it is a 10, why is it not protected?" This gets them asking for an explanation. Now you get to bring up disability insurance.

Make sure you paint a picture to show customers what would happen if they did not get their paycheck: Cannot pay the mortgage or rent, vehicle loans, bills, buy food, take care of loved ones, etc. Most people (including you) do not take the time to think about what would happen if their income stopped. Make them take the time and show them.

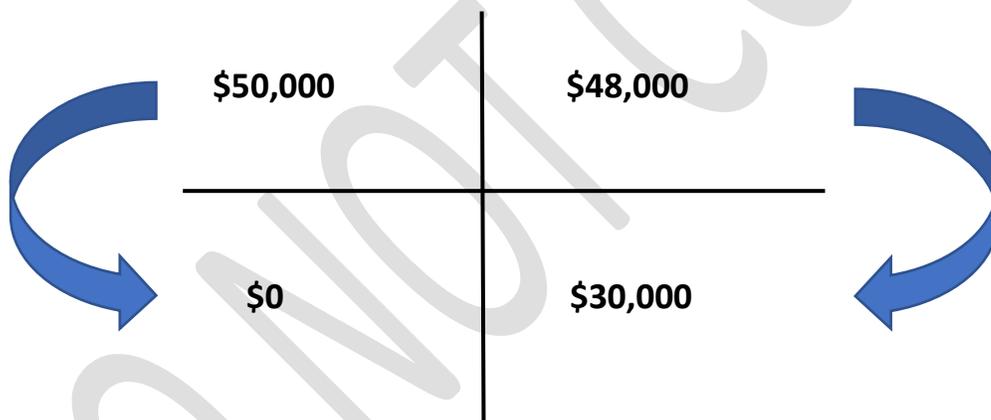
**"If you rely on your paycheck, it is smart to protect it with disability insurance."
– Life Happens.org**

According to the University of Illinois Extension, *illness* is a major reason behind mortgage foreclosures. A homeowner who suddenly receives thousands of dollars of medical bills might be unable to keep up with mortgage payments. Some *medical conditions* may put him out of work and cause additional financial burdens.

Use these types of facts to make it real to a customer. Ask, “If you became sick or hurt, would it be important to make sure that your mortgage/rent is still paid?” Ask a follow up question: “How are you going to do that, if you have no paycheck?” Do not answer for them. Let them ponder this question and answer it for themselves.

According to LifeHappens.org, only 3 out of 10 people protect their paycheck. Are you going to be 1 of these 3 people? That is why it is called the *forgotten* insurance. Here is a quick diagram and word track to explain the concept of disability insurance if a person has *none*.

Word track: “You told me that you earn \$50,000 year, but if you become sick or hurt and cannot work, you earn \$0. What if instead, you earned *approximately* \$48,000 year, but if you became sick or hurt and could not work, you earned *approximately* \$30,000 year. Which would you choose?” The customer will choose the one on the right.



“Mr. Customer, this is the concept of disability insurance. All we do is take *approximately* \$2,000 a year, purchase a paycheck protection policy, so that if you ever become sick or hurt and cannot work, we will pay you *approximately* \$30,000 a year vs. you receiving \$0. Does that make sense?”

Objections

“**I have it at work.**” Remember that telling a *story* is the best way to overcome an objection and sell a policy. Here are some *doubt and discomfort* questions to ask the customer so they realize that they have no idea what they have at all. Do not ask them all, just a few.

Congratulations, I am so glad you have something through your job. Is it portable? If you leave your job or lose your job can you take it with you? Does it cover you away from your job? How long does it last? How soon will you start getting paid? Is it a pretax or after-tax benefit? How much will your job pay you? Can you live on 50% of your paycheck? Again, do not ask all these questions but definitely ask a few of them. Make them feel it.

Then you begin to offer a little education: If they leave or lose their job, it does not stay with them. They will not be paid immediately. It normally only pays for 3mos to one year. Depending upon the taxes they may only receive 50%-60% of their paycheck. Although they are receiving 50% of their check, the deductions remain at 100% (insurance premiums, retirement, allotments, etc.) When it is all said and done, they would be lucky to receive 40%. *Doubt and discomfort*

“I have savings” Congratulations, how long will your savings last? What happens when your savings are gone? You have done a great job saving but so have we. Wouldn't it be smarter to use our savings instead of yours? Do you want to use your money or our money? Warren Buffet says to always use OPM (other people's money) and that is how you become wealthy. Do you think it is smart to take advice from one the richest men in America?

“I cannot afford it” I understand, but can you afford *not* to protect your paycheck? Are you rich? Neither am I. 78% of full time workers live from paycheck to paycheck. That means that we are one paycheck away from bankruptcy. If life is hard now, how hard would it be for you and your family if you lost your paycheck? Tell a *Story*.

“How much does it cost?” That is a great question. My question is, “What does it cost your family if you do not protect your paycheck?” Can you pay the rent, mortgage, bills, etc.? Is your paycheck worth protecting? I don't know about you, but I waste \$2 a day on things that do not matter. Does your paycheck matter to you? Then why are we even talking about this? Doesn't it make sense?

Other disability facts to share with the customer:

- One of the main reasons for home foreclosures in America.
- 1 in 4 working Americans *will* experience a disability.
- It takes approximately 2 years to qualify for social security benefits from the government.

- Your #1 asset is *not* your home. It is your paycheck.
- Illnesses, *not* accidents, account for 90% of disabilities.
- Most Americans are one paycheck away from bankruptcy
- Share a disability story.

“When what is important to you is clear, then making the right decision suddenly becomes easy.” – Unknown

Most team members **say**, “We have a policy that will pay you.” I **ask**, “Would it be okay if I sent you a check every month to pay your mortgage/rent? You would not be mad with me if I paid your mortgage, would you?”

Most team members **say**, “It only costs \$50mo” I **ask**, “What will it cost you if you *do not* protect your paycheck? Is your paycheck worth protecting?”

Hospital Income

Here are a few selling points to help write more HI policies. Always talk about what the policy *does* vs. the policy itself. You should have at least two *positive* HI policy stories to tell your customer. Here is one of mine.

We have a customer, smart lady, really nice lady. She came into our office one day wanting to cancel a few of her policies. When we asked why, she informed us that she had been ill and hospitalized for weeks at a time over the last year. She lost her job and was extremely behind on her bills, including her mortgage. When we started looking at her policies, we discovered that years prior to her becoming ill, we recommended that she have this HI policy. Over the last year, she spent a total of 142 days in the hospital. We filed a claim for her and paid her \$35,500, which is more money than she made on an annual basis at her job. She was able to keep her home and catch up on all her bills. She's our biggest fan, and tells everyone about this policy and us.

- These policies are super, super cheap. It is a no-brainer.
- It is our most popular policy because it pays cash directly to you. My claim money is deposited directly into my checking account within 72 hrs.
- Do you like cash? Do you like discounts? Great, because this policy gives you both. What's *not* to like?
- You have seen the commercial featuring "the duck", haven't you? Well, our policy cost's *less* money and in most cases, we pay out *more* cash.
- This is the best policy to have on kids because they are always hurting themselves. Now, when they hurt themselves, everyone gets paid. The doctor gets paid, the insurance company gets paid and I get paid. When I need extra money, I just push my kid down the stairs, LOL. Just kidding. But seriously, what's *not* to like about this policy?
- You pay State Farm every month, don't you? Don't you think it is about time for State Farm to start paying you?
- Use the policy one time and you are now making money. Again, I ask you, what's *not* to like about this policy?

- What do you currently have in place to help pay your health insurance deductible? Would it be okay with you, if I helped you pay your deductible? Would it be okay if I gave you a discount on your auto policy as well?
- It is great that you have money to pay your deductible. Most people do not. My question to you is this, do you want to use *your* money, or do you want to use *my* money?

“Sometimes it is the smallest decisions that can change your life forever.”

– Keri Russell

DO NOT COPY

Long Term Care

If you want to sell Long Term Care (LTC) you must get it through your head that this is *not* an expensive policy. Most team members believe that it is. Remember, “Do not sell from your own pocket.” A LTC policy is *not* expensive, compared to the cost of LTC. Do not confuse the two. Long Term Care policies are actually a *bargain* compared to a LTC *facility*, or an in-home nurse, or around the clock care.

This is the picture you must paint for your customers. You must talk with them about forward thinking. A great question to ask is simply, “What is your LTC plan?” Most customers do not have a plan, so this will start the conversation. Here are a few quick reference points to share with the customer:

- Our health is our #1 risk to our money.
- 70% of seniors will eventually need some form of LTC.
- Less than 1/3 of us have enough savings to pay for LTC.
- The *good news* is that we are living longer. The *bad news* is that we are living longer.
- Medicare will not pay for LTC. You must go on Medicaid to get help from the government. In return you must give up most of your assets and income and you have no choice in your level of care or facility.

“The best things in life are free. The second best things are expensive.”
– Coco Chanel

Other questions to ask your customer: “Do you want to go to a nursing home or would you like to stay in your own home?” Most people want to stay at home. Ask, “What is your plan? Who is going to quit their job and stay home with you?” Your customer has not fully thought their plan through. Truth be told, they do not want to think about it. Your job is to get them to face the truth. Expose the lie.

LTC Objections

“I’ll get it later.” I hear that a lot. Most people think that they can buy LTC whenever they want. You cannot buy it, you must qualify for it. When you get older, you may not qualify. *Tell a Story.* Besides, it will cost you a lot more out of pocket later. Every person over the age of 65 that I ask about LTC says the same thing, “I wish I had gotten it when I was younger.” When you are 65, are you going to say the same thing?

“It is too expensive.” Compared to what? It is not expensive at all. In fact, it is a bargain. Have you seen the cost of a LTC facility? If your doctor said that you had to have this care, would you rather spend \$300 a month or \$5,000 a month?

“I cannot afford it.” I understand. Can you afford *not* to have it? There is a 70% chance that you will require it. Do you like those odds? If not, what are you going to do about it? Do you want to put the entire financial burden of your care on your family or would you like to give them some help? Are you ready to exhaust all of your savings?

“Family is going to take care of me.” Ok, which family member? Does he or she know that you have this plan for them? Are they going to quit their job and stay home with you? How are they going to work and take care of you? How much stress and anxiety would that put on them? Are you ok with them taking you to the bathroom, giving you a bath, feeding you, clothing you, etc.? Most people think it makes more sense to have a professional care giver do these things so their family can just love on them? What do you think? If you think it is expensive to hire a professional, just wait until you hire an amateur.

Create a chart. Show them the cost of LTC facilities in your area.

Southern Oaks Care Center	\$4,800	month
Home Care Solutions	\$6,200	month
Life Care Center (home care nurse)	\$7,400	month

Retirement

There were three simple questions I would ask customers to get them talking about their retirement.

- At what age would you like to retire?
- Will you have enough money to retire at that age?
- Let's say you get to that age and find out that you *do not* have enough money to retire, would you rather find out 30 years from today...or today?

Retirement Objections

"I am going to work for the rest of my life." That is admirable. Will you be working because you *want* to or because you *have* to?

"I'll start later." "Would you rather have a million dollars *today* or a penny that doubles everyday for 31 days? Most will choose the million dollars today. Then explain that a penny doubled everyday for 31 days is over ten million dollars because of compounded interest. Start now and start building interest.

"Not interested in discussing retirement right now." Why Not? An estimated 65% of Americans will retire broke (dependent upon the government or family members). Will you be in that 65%? How does that make you feel? What are you going to do about it?

"I have a 401k." Great. Do you think that it is wise to take advice about money from an expert or an amateur? Well, Warren Buffett, one of the richest men in America says that you never put all your eggs in one basket. What do you think about that?

"Unless you find a way to make money while you sleep, you will work until the day you die." – Warren Buffett

Challenge Yourself

Your struggle makes you stronger.

Go out and win the day.

Why not give 100% when it's 100% your choice?

All my life I wanted to be somebody. Now I wish I would have been more specific.

Challenges are really just a test to see how much you deserve success

We don't grow when things are easy. We grow when we face challenges

Strength doesn't come from what you *can* do. It comes from overcoming the things you once thought you couldn't.

The ultimate measure of a man is *not* where he stands in moments of comfort and convenience, but where he stands at times of challenges and controversy.

Don't decrease the goal, Increase the effort.

Dig the well *before* you're thirsty. Do your work early. It will make overcoming objections easier.

Of course, it's hard. If it were easy everyone would do it.

Everyone wants to shine but no one wants to polish.

Tomorrow (*noun*): A mystical land where 99% of productivity and achievement is stored.

Do not be upset about the results you did not get from the work you did not do.

You must be an active participant in your own success.

Be thankful for each new challenge, because it will build your strength and character.

Smooth seas do not make skillful sailors.

Don't wish it were easier, wish you were better.

Don't pray for an easy life. Pray for the strength to endure a difficult one.