

GROUND FLOOR CONCEPT

What do you do when someone says they are only interested in disability or getting the house payments made if they lose their job? In other words, they don't seem to care about life insurance or having their home paid off if they die. These people will buy a death benefit from you if you can take them to the "ground floor," or simply "kill them off." Basically, what they need to see is, that every other scenario (disability, job loss, etc.) will not necessarily result in them losing the home, because they can still generate an income. Why?? Because they are still ALIVE!! But what would happen to their ability to generate income if they were deceased? That's right...their ability is gone! Why?? Because they are DEAD!

The mistake most agents make here is they lose control of the sale and then default to trying to write a stand-alone disability policy, or trying to find a policy that will make the house payment if someone loses their job. Getting someone covered with a stand-alone disability policy is dicey at best. You can always try to write a D.I. rider or stand-alone D.I., but make sure you write a product with a death benefit!

Here are a couple of scenarios.

1. Mr. Client, I understand your desire to make sure the mortgage is protected in the event of your disability, so let's walk through that scenario. If you are disabled, in many instances you would receive workman's comp which would provide an income. You could also cross-train and learn a new skill/profession thus generating additional income. Why can you do all this?? Because you are alive! Basically, you should be O.K. and probably don't need the disability coverage. But what options would you have if rather than becoming disabled in the event that caused your disability, you actually died?? You would have NONE of the options I just covered. Why? Because you're no longer alive. The bottom line here is that your family would definitely lose the home since there is no more income. So surely you can see that it's much more important to make sure the home is paid off in the event of your death.

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2. Mr. Client, I see your desire to make sure the home is taken care of if you lose your job, but honestly, losing your job doesn't necessarily result in you losing your income or home. Why? Because you are still alive and just fine, which means you can gain employment elsewhere thus generating income and maintaining your lifestyle and keeping your home. In many instances, people actually end up making more than at their prior job! Also, in many instances, people get severance packages and find jobs quickly enough to come out way ahead from a budget standpoint! However, let's say that instead of losing your job... you happen to lose your life! Could you go and get another job? No, you're deceased! Your ability to generate income is now officially gone forever! No severance package, no income, no nothing! The bottom line here is that your family would definitely lose the home since there is no more income. So surely you can see how much more important it is to make sure the home is paid off in the event of your death?

Success here requires you to communicate a "common sense," "logical" approach in a way that is simple and informative to the prospect. You must also believe in what you are doing!