

Closing the Income Protection Sale



Have you experienced difficulty closing the income protection sale?

The following tips will help you increase your success and closing ratio when selling income protection and help ensure your clients are protected in the event they are unable to work due to a disability - setting expectations in the beginning of the sales process and during the sale is key.

1 SETTING EXPECTATIONS

Setting expectations is a simple way to prepare your client for all the possible outcomes of the case. Having knowledge of the possibilities allows the client to prepare for whatever scenario may be encountered during the process and limits the need to resell the need for income protection when the client receives an unexpected response from the carrier.

Possible Outcomes

- Issued As Applied For
- Declined
- Alternate Offer (including rated, rider, reduced and/or changed)

You've shared the possible outcomes with your client and you get an alternate offer - now what should you do?

2 PRESENTING AN ALTERNATE OFFER

Try the following method when presenting your client with the offer:

- Restate the need for income protection.
- Provide a summary of the collaborative process to your client (application, phone interview, blood work, waiting for response) and reiterate the expectations that you set during the application phase of the process.
- Position the offer as the best the carrier can offer based on the information presented. If your client is concerned about cost, be sure to explain the available options to reduce cost and ensure coverage is in place in the event it is needed.

Closing Formula

APPRAISE

- Capture your client's reality as you have understood it.
- Keep descriptions brief and easy to understand.



JOURNEY

- Summarize what you have discussed with your client and the steps that you have taken together.
- Emphasize "small wins" and collaboration.



ASK

- Boldly ask for the business.
- Present an expected timeframe and/or actionable next steps in the process.



Contact **GPAgency at 800.283.8376** for assistance with presenting alternate offers or for available options to help ensure income protection is affordable for your client.