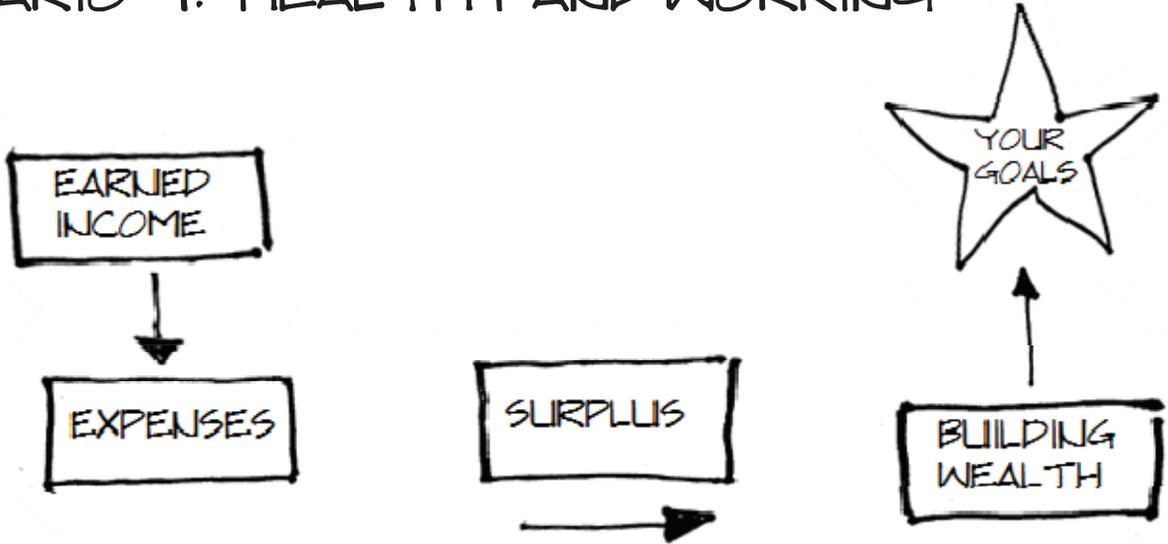


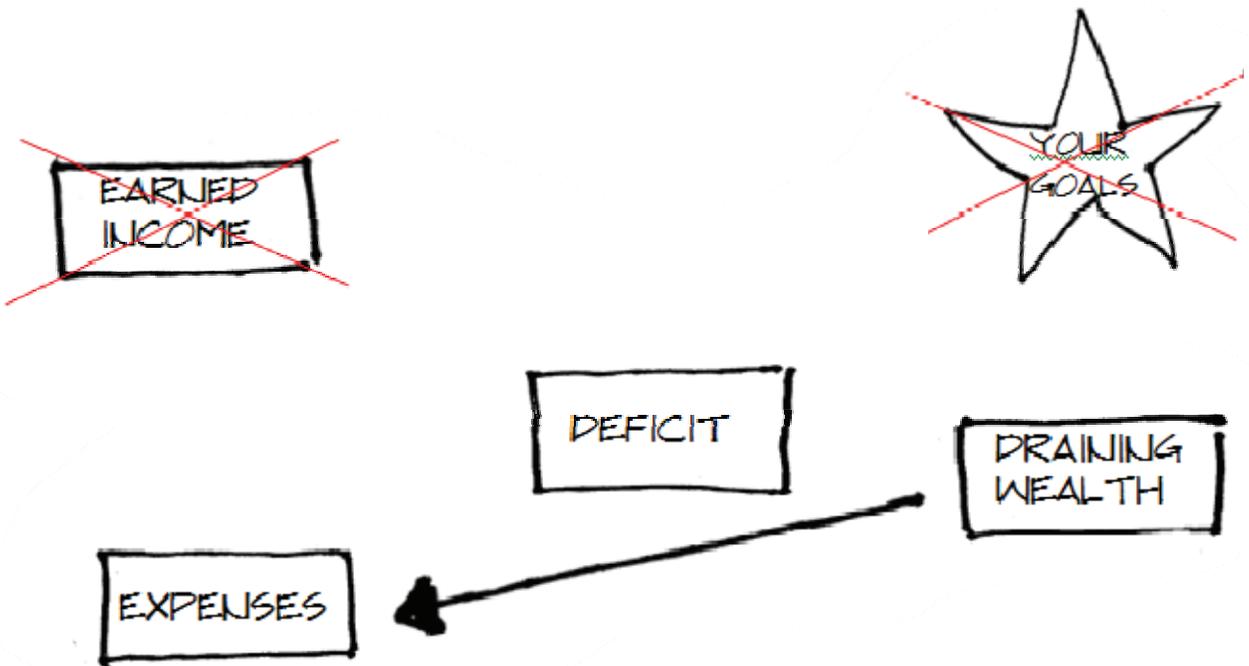
ESTABLISHING THE NEED

Why Is Income Protection Important?

SCENARIO #1: HEALTHY AND WORKING



SCENARIO #2: NOT HEALTHY AND NOT WORKING



Why Is Income Protection Important?

ESTABLISHING THE NEED

*This diagram illustrates in a graphic way that **income protection is important because one's income is important**. It is most effective if you draw it out while you are talking with the prospect.*

SCRIPT:

“(Prospect’s First Name), I’d like for us to think for a few moments about your ability to earn an income, and how important it is to protect that income if you became too sick or injured to work.”

“You’re healthy and you’re working, right? Would you agree that it is your ability to earn an income that determines your standard of living and supports your lifestyle?” (Draw EARNED INCOME box)

“Obviously, it’s important that your earnings are sufficient to cover your living expenses.” (Draw EXPENSES box and arrow).

“It’s your surplus, the amount that you can save, that goes into building wealth for the future, so that you can achieve the goals you have set for yourself and your family.” (Write SURPLUS, then draw arrow, WEALTH box, arrow and YOUR GOALS star)

“But what happens if your income stops, if you become too sick or injured to work?” (Draw EARNED INCOME, then a big X through it).

“Your expenses will continue, won’t they? They could even increase because of things like medical co-pays and prescription purchases.” (Draw EXPENSES box).

“What used to be a surplus will disappear, and you will quickly be running a deficit.” (Write DEFICIT).

“Instead of building wealth, you will be draining it off to pay your current daily expenses.” (Draw WEALTH box, then arrow to the EXPENSES box; draw a big X through WEALTH box.) “Imagine what will happen to your plans and goals for the future.” **(Draw YOUR GOALS star and put a big X over it.)**



“Is this what you would want to happen?”

TIP: It’s far more effective to sell on the basis of wants instead of needs. Get your prospect to discuss his or her personal and family goals. It all takes money, doesn’t it?

Check the Appendix at the back of this guide for materials to enhance your discussion on this topic.

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