

Framing Up Individual Disability Insurance as Income Protection



Standard Insurance Company

The Standard Life Insurance Company of New York

Framing Individual Disability Insurance as a way to protect income can help your clients understand what IDI does and why they need it.





To boost your IDI success, try these five tips to emphasize how IDI can provide much-needed income protection for your clients.



1. Focus on the Need, Not the Solution

Your clients likely don't know why they need IDI and what it will do for them. Start with the basics — it provides them income in the very real chance of a disabling illness or injury — and save intricate policy details for later.



2. Tell Stories to Make It Real

Consumers don't believe disabilities will happen to them. Bring the risk to life with real-life examples, such as developing cancer or experiencing a back injury that prevents them from working and earning income.



3. Compare IDI With More Familiar Insurance Offerings

Clients understand the need for car or homeowners insurance to protect them. Explain that if they don't have IDI to protect their ability to earn an income, they could lose their homes, cars and lifestyle when they are unable to work.



4. Stick to the Facts

Illnesses like cancer, heart attack or diabetes cause the majority of long-term disabilities. Encourage clients to secure the most fundamental aspect of a financial plan — income.



5. Position IDI as the Foundation of a Financial Plan

Financial planning is pointless if your clients lose the ability to earn an income to fund their plan. IDI can help ensure access to income if they unexpectedly are unable to work due to an illness or injury.

When selling IDI, clients may shy away from conversations about disability, but will understand and engage in a conversation about their possible loss of income. Helping clients make the connection between income protection and IDI could go a long way toward growing your business.



Contact your General Agent to learn more about how to position IDI as much-needed income protection.



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TheStandard®

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