

## PRESENTING AND *CLOSING* THE CRITICAL ILLNESS SALE

The packaging of benefits, particularly the Critical Illness plan, is one that has been used by successful salespeople for years. Especially now, with the cost of fully comprehensive plans spiraling out of control, this concept is being used more and more as a way to offer your clients a benefit they are not hearing about from many salespeople. Below is a scenario I offer to you. Please feel free to tweak it so it fits your style and presentation comfort level. When selling this concept the most important thing you have to show the client is your passion and belief in this product. What we are trying to do is protect their income during their wage earning years and if they do not make a claim against the coverage during the time period chosen then they will receive ALL premiums paid back to them in a lump sum check!

The presentation as follows:

Mr. /Ms. Client after listening to what you liked and disliked about your current health coverage this is what I would suggest to you. We are going to compare the cost difference between what is referred to as a fully comprehensive plan, which generally offers you DR visit co-pays, prescription coverage and wellness benefits, deductible of \$2500, to a custom built plan that fits your specific needs. Show the fully comprehensive plan and give them the price, \$212.81. Now move to showing a plan built for them!

The coverage I am going to show you now is truly custom built for what you told me you would like in a health coverage package. The cost of this coverage is \$156.34 compared to the \$212.80 in the above coverage. Our coverage will have a \$750 deductible with no further out of pocket expenses or co-insurance for covered expenses compared to the \$2500 deductible in the above plan. There is no coverage for Dr Visit's and no prescription coverage. You will also receive a \$70,000 Living Benefit which is a 20 yr term life insurance with a Critical Illness rider which will pay you a lump sum of \$17,500 if you have a heart attack, cancer, stroke, blindness, severe burns, paralysis, kidney failure, etc and finally it has a rider that will give you all your money back if you do not file a claim during the 20 year period. Now here is what we have done, we have covered your hospital costs with a maximum exposure of \$750. We have protected your savings account and given you piece of mind during a critical illness in the form of a \$17,500 check. Finally, we will return all premiums on your Critical Illness plan if you do not file a claim! If you do not use it you get your money back, \$15,521.

Now in final comparison we have lowered the deductible and saved you \$56.47 per month or \$677.64 per year. We have also given you a critical illness and life insurance that if you do not use it will pay you back all your premiums, \$15,521!

How is that for building coverage for your client?

