



CHAMPION AGENCY, INC.
Innovative services for insurance brokers

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Inside then outside then inside

Inside thoughts do not become outside words until we verbalize them. Inside ideas remain dormant until we give them flight outside. An intangible like insurance is difficult to sell because its abilities are not demonstrated until it fulfills its purpose of paying a claim. Tangible products like cars and homes are easier to sell. The key to selling intangibles is removing the “in” and making the promise tangible to someone else. That’s what we do when we sell disability insurance.

How to best remove the “in” so that someone else sees the tangibility of disability insurance? I think of it as a three-step process of taking what’s inside you and giving it life in the outside world so that someone else can take it inside them:

First: Make sure that the “in” is inside you. Do you own disability insurance on yourself if you medically qualify? Do you care about your client? Do you believe a disabling event would have horrible effects on your client? Do you believe that those horrible effects would be disastrous without disability insurance? Do you believe that you are the only one who your client will listen to and therefore you have a responsibility to uphold?

Second: Once DI is inside you, making it tangible outside you requires another “in” word...inspiration. Listening is key. What does your client most care about? It may be work, self-esteem, family, money, free time, dreams, hobbies..a myriad of uniqueness that is as distinguishable as our fingerprint. Inspiration tells you what they most care about. Pain of losing something has more impact than the gain of winning something. The loss of something is tangible; it can be felt. That’s your challenge: to *take DI outside of you so that someone can feel it before they need it.*

This is how you say it: “I can promise that you will not lose what is most precious to you during a disability.” You’ll know it’s getting tangible when you hear questions like “How does this work?” Here are three features to help you make the case:

- *Elimination Period* is like the deductible on other insurances. It’s the part you are on your own before coverage kicks in. You can see (demonstrate tangibility) that a 60-day elimination period is more expensive than a 90-day elimination period. One month makes a huge difference, especially for disabilities that do not last 90 days. If you look at the 180-day elimination period, the additional three months is not much savings and statistics show that a disability lasting at least 90 days will typically average more than 2 years



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- *Benefit Period* is how long the payments (again, tangibility) will last. Look at the 2-year benefit period and you'll see it is 50% less expensive than the to-age-67 benefit period. That's because half of all disabilities only last 2 years. An added benefit of 2-year, 5-year and 10-year benefit periods is that they renew after 12 months of recovery, offering you a fresh benefit period.
- *Disability* is accident and sickness, 24 hours a day. The definition gives you the ability to do something other than your primary occupation, if you choose, during your total disability, and the income you earn does not reduce your benefits.

Third: It takes persistence to help someone take disability insurance inside them. The book *Green Eggs and Ham* is the most beautiful metaphor of selling disability insurance. Sam I Am wants his friend to try the green eggs and ham. The friend does not like Sam and sees Sam as a distraction. The book goes through the many objections why the friend will not try the eggs and ham. Sam does not give up because Sam knows something the friend does not know. Sam believes in the product and gives his friend every opportunity to try them. The friend finally tries them. Likes them and the two walk off as best friends. You are Sam and you need to have taken the first and second steps to make this third step possible. Once disability insurance is taken inside, the taste is sweet, like a good decision rests inside your soul as having done the right thing. It resonates inside you and is pleasing.

Three steps...inside you, outside you, inside your client.

I promise that if you follow these steps — and they are not easy; nothing in life worthwhile is easy—another “in” word comes into play should a disability happen...independence. Without that “in,” your client becomes dependent during disability and nothing is more painful than being dependent. Independence remains inside regardless of external circumstances. We learned this from Victor Frankl when he discovered that your thoughts cannot be taken from you regardless of being deprived of everything else. Hope happens when independence resides inside. Disability insurance is another “in” word. Inspiration to sell an intangible insurance to create independence.

Inside you then outside then inside them.

You are inside my heart...take care,

Kenneth Sapon CLU ®, CLTC, LUTCF, R.Ph.
President
CHAMPION AGENCY, INC.