

Income Protection Sales Script – Generic Approach



Hello, [*prospect's name*]. This is [*your name*] from [*your company name*].

Every day I talk to people about what matters to them the most – their family, their health, their career, traveling and more. Do you know what's never on that list? Money. Yet your paycheck supports all those things that matter. That's why I want to talk to you about how to protect your income – and the life you've built. How does that sound?

Option 1: How does it work?

Let me explain more. Disability income insurance helps protect your income by paying you a weekly cash benefit if you're suddenly unable to work because you're disabled by an illness, injury or accident. The money can help you stay focused on recovery and not bills. What bills come to mind that you'd feel better knowing you could cover if you couldn't work?

Option 2: Objection - I don't think I'll use it. / I'm not worried about disability.

We hope you don't need it. Many people don't realize that a disability can happen to anyone at any time and in unexpected ways – it's not just an injury, it could be a sudden illness or condition that keeps you from working. If you depend on your paycheck, income protection can provide you a safety net. I'd like to send you a link to find out more about our coverage with weekly benefits that you can customize to your needs and budget. Could I please get your email address?

Option 3: Objection - I'll use my savings.

Relying on savings is a good approach for the short term. But how long would it last? Your savings could potentially be wiped out in a few weeks or a few months. On top of your regular monthly bills, there could also be medical bills. Disability insurance offers an affordable way to keep money coming in until you can work again. I'd like to send you a link so you can see your price and customize your coverage – all with no commitment. Could I get your email address please?

Option 4: Objection - It's too expensive.

Actually, you'd be surprised by how affordable coverage is. Where will the money come from if you're sick or injured and unable to work? Not having disability coverage could cost you even more. For dollars a day, you'll have the protection you need to keep your family and your lifestyle going if something happened. I'd like to email you a link that can help you learn more about disability insurance coverage – and you can customize it and see your personal price options. Could I get your email address please?

Option 5: Objection - I have disability through work.

Coverage through work is a great start. The important thing is to review when it would start, how much it would pay and how long it would pay you – and make sure you have the coverage you need. The other thing to keep in mind is that often your insurance at work is tied to your job. Meaning that if you leave, your insurance coverage ends. It's easy and affordable to get disability income insurance that supplements what you have now, so you can be confident you have the right coverage if something happens. How does that sound to you?

Option 6: Objection - I'll apply for Social Security disability.

This may be an option, but getting approved is not a certainty. And neither is the amount of money you receive. How would it make you feel if you knew exactly what you'd be paid each week and how long, if you couldn't work due to a disability?

Option 7: I'd like to learn more.

Good for you! It's always enjoyable helping empower people to take proactive steps to protect their finances and their families. I'm happy to address any questions or concerns you may have about Income Protection, or if you would prefer I can send you a link to learn more for yourself and get a quote?

Option 8: I'm interested, how can I get a quote or apply?

Great! I can send you a link so you can see your price and customize your coverage – all with no commitment. You can also apply and get a coverage decision on the spot. Can I email or text you a link to get a quote?

Option 9: Objection - I'm not interested.

I understand and appreciate your time. Sometimes you just need time to process and think about your own personal situation. If you'd like, I can send you a link with coverage information and prices – with absolutely no commitment. You can reference it if and when you're ready to dig into your options. Would I be able to get your email address?

[Closing]

Thanks for your time, [prospect's name]. If you have any questions or need further information in the future, please don't hesitate to contact me. Have a great day!