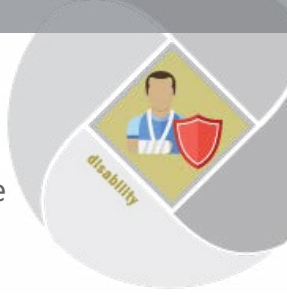
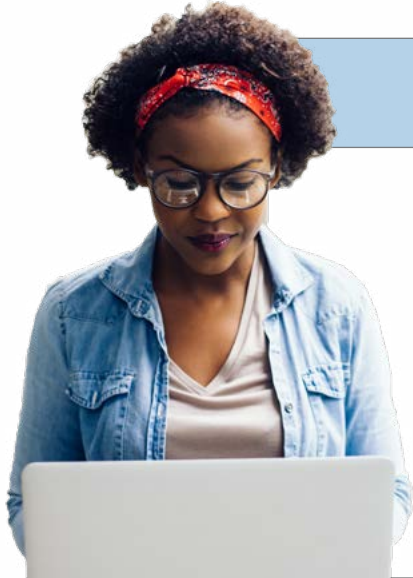


# Overcoming Objections to Income Protection



When it comes to disability insurance (DI), clients can give many reasons why they don't have a plan in place. However, when it comes to three common objections, Crump has a plan to help financial professionals overcome those objections.



## Objection #1

### I'm young and healthy and won't be unable to work!

Clients who are young and healthy often say becoming disabled won't happen to them. The reality is that they may find themselves unable to work at some point in their career. If this happens, some clients approach their financial advisors about disability insurance *after* they have medical conditions. Unfortunately, pre-existing conditions often cause delays or declines during the underwriting process.

To learn more about overcoming this objection:

[Click here](#)

## Objection #2

### It's too expensive!

No one enjoys paying insurance premiums, but the benefits of having an income protection policy in-force if a disabling event occurs can be priceless. It's important for clients to know that income protection can be tailored to fit any budget and will provide coverage if the client needs it.

To learn more about overcoming this objection:

[Click here](#)

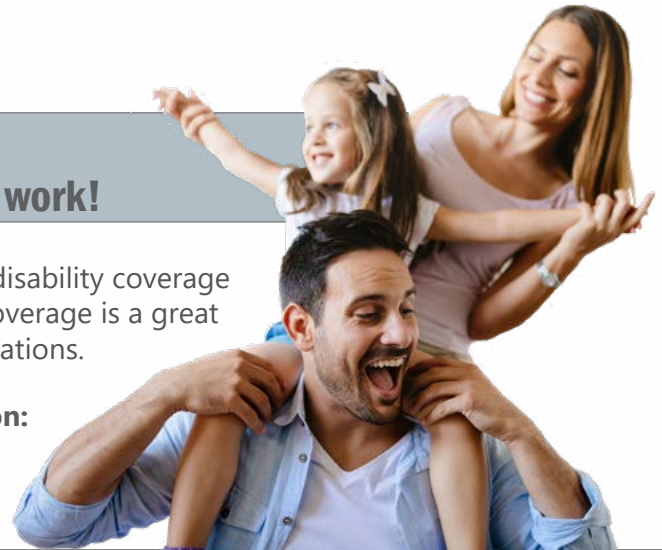
## Objection #3

### I have group disability insurance through work!

It's true, many of your clients probably have some sort of group disability coverage through their employer. And, it's also true that group disability coverage is a great base of income protection. However, all group coverage has limitations.

To learn more about overcoming this objection:

[Click here](#)



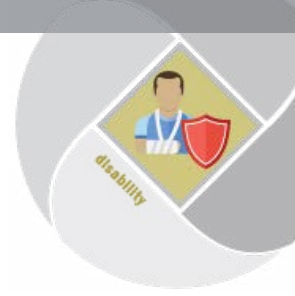
Contact the **Crump Disability Solution Center Sales Desk at 800.582.7785, option 3, option 1** to learn more about disability income insurance.



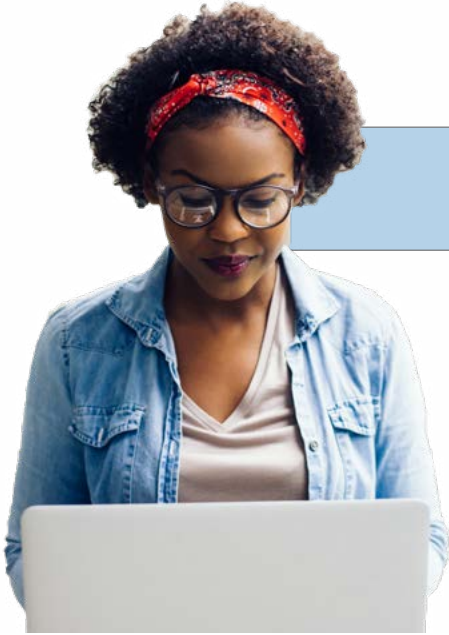
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# Overcoming the “Young and Healthy” Objection



When it comes to disability insurance (DI), many young clients say that a disability won't happen to them. However, Crump can help financial professionals overcome this objection and continue the DI conversation.



## Objection #1

### I'm young and healthy and won't be unable to work!

Clients who are young and healthy often say becoming disabled won't happen to them. However, *statistics show that a 25-year-old has a 58% chance of becoming disabled for three months or longer before age 65.\** It is important to discuss why having an income protection plan while young and healthy could be a safety net should a disability occur.

In addition, younger clients often do not have a large amount of savings to help pay expenses should they become unable to earn an income. That could be financially devastating—another reason to get a plan in place when your clients are young and healthy!

## Continue the Conversation

Don't let this objection end the conversation. Ask your clients:

### How would the loss of your income affect your day-to-day life?

This single question could allow your clients to envision the quality of their lives without an income, and consider how they would pay their bills. It could also help you stress the possibility that they may experience a loss of income due to injury or illness at some point in their lives. These points could help them understand the importance of having DI to establish a financial safety net should a disabling event happen to them.

Contact the **Crump Disability Solution Center Sales Desk at 800.582.7785, option 3, option 1** to learn more about disability income insurance.

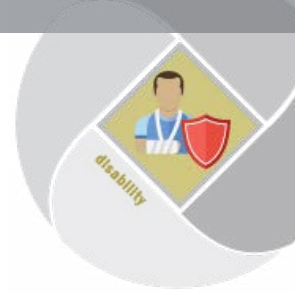
\*Source: Simply Insurance, U.S. Disability Statistics 2020



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# Overcoming the “Too Expensive” Objection



When it comes to disability insurance (DI), many clients say that it costs too much. However, Crump can help financial professionals overcome this objection and continue the DI conversation.



## Objection #2 It's too expensive!

Paying for insurance is not something that brings an immediate return on investment like purchasing a car or home does. However, should a disabling event occur and cause a client to be unable to work, the return on investment is invaluable. To help clients overcome potential cost objections, consider sharing this example:

Jen earns an **annual income of \$100,000**, qualifying her for **\$5,000 per month in non-taxable disability benefit**. The **premium** for this benefit is approximately **\$2,000 per year**, or just **under \$5.48 per day**.

**Scenario A:** Jen declined the policy, but saved the money she would have spent on the policy. Ten years later, Jen suffers a disabling event.

- **Good News:** Jen has saved the \$20,000 that she would have put toward premiums.
- **Bad News:** That amount will only cover four months of expenses while on claim.
- **More Bad News:** Assuming the average length of a DI claim is 30 months, Jen will have a shortfall in savings of \$130,000.

**Scenario B:** Jen elected to purchase the policy with \$5,000 per month in non-taxable income and the policy was in force when the disabling event took place after 10 years.

- **Good News:** Jen has a monthly benefit of \$5,000 to cover expenses and she will continue to receive the benefit for as long as she is disabled, or until it reaches the maximum benefit period chosen at the time she accepted the policy.
- **More Good News:** Assuming the average length of a disability claim is 30 months, Jen will be able to cover her expenses with the \$5,000 per month disability benefit she will receive.

## Continue the Conversation

Don't let this objection end the conversation. Ask your clients:

### What if your next paycheck was your last paycheck?

Ask you clients to consider how much they spend on their mortgage, utilities, and groceries (MUG). Adding up other expenses, such as car payments, entertainment, and unexpected events can bring an even greater awareness to the realities of their typical living expenses. Having DI can be that important investment that allows them to cover their MUGs and maintain their lifestyles should a disabling event occur.

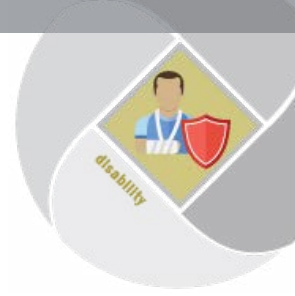
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# Overcoming the “Have It at Work” Objection



When it comes to disability insurance (DI), many clients say they are covered through work DI. However, Crump can help financial professionals overcome this objection and continue the DI conversation.



## Objection #3

### I have group disability insurance through work!

These are the most common limitations of coverage that the Crump DI Solution Center sees when evaluating group DI policies:

**It's Taxable** - if the group coverage is employer paid, the disability benefits will be taxed if/when the insured goes on claim.

**It Provides Limited Income Coverage** - typically, group DI policies only cover a certain percentage of the insured's base salary. This means that bonus earnings, commissions and overtime pay are most often not factored into the income that is covered.

**It's Capped** - meaning that higher compensated individuals are likely receiving a capped benefit rather than being covered at a specific percentage of their salary. The cap often leaves your higher earning clients with a larger gap in coverage.

**It's Not Portable** - most often, group DI policies can not be taken with the insured in the event that they leave the company that provides the group coverage.

Your Crump Disability Solution Center wholesaler can discuss the common limitations, inform you how to find out what your clients' coverage actually covers, and look at options to supplement.

## Continue the Conversation

Don't let this objection end the conversation. Ask your clients:

### How would the loss of your income affect your day-to-day life?

Share with your clients that group coverage is a great starting point when it comes to protecting income, but it often has limitations. Ask them if they would want to stay in their current jobs if the employer was only going to pay 40% of the salary. An individual disability insurance policy, meant to supplement group coverage, can potentially get your clients much closer to 100% of the gross income that they require to pay bills and continue living a certain lifestyle.

Contact the **Crump Disability Solution Center Sales Desk at 800.582.7785, option 3, option 1** to learn more about disability income insurance.



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