



## PATH SUCCESS™

Expert Advice on Navigating **CI** Sales

### OVERCOMING OBJECTIONS: I'M HEALTHY, WHY ARE YOU SHOWING ME THIS?

Many young healthy Canadians believe that critical illness insurance is an excellent product for older, less healthy people. Even older clients who are healthy and fit tend to question why this product is being shown to them rather than to someone who is less healthy in their age group. Often clients have an elevated opinion of their health relative to the general population.

Even if your clients do not bring the objection of "I'm healthy why are you showing me this?", they may be thinking it so you should raise it and address it right from the beginning. The key to dealing with this objection is to shift the focus from the likelihood of a healthy person getting a critical illness to the likelihood that a healthy person is more likely today to survive a critical illness and make a claim.<sup>1</sup>



### ADVISOR SCRIPT:

**Your client's good health is the reason why they should have critical illness insurance. To introduce this, you might say:**

I want to talk to you about a product called critical illness insurance and you may think it's strange to discuss given you are in such good health.

Unfortunately, cancer, heart attack, stroke, and other critical illnesses can strike anytime. Even the fittest, healthiest person who exercises and eats right every day may still get sick. What good health does is significantly increases the chances that someone will survive a critical illness.

A doctor by the name of Marius Barnard realized that with earlier diagnosis and better treatment options, healthy people were not dying, but surviving their illnesses. However, what they did suffer from was the financial and emotional costs of surviving and recovering and not having any relief to help them deal with that.

To fix that, this doctor invented critical illness insurance, which provides quick funds for survivors to help them through their recovery.

I'm healthy, why are you showing me this?

The illustration shows a woman with dark hair in a ponytail, wearing a dark blue hoodie and light blue pants, carrying a green and blue striped bag. A blue speech bubble above her contains the text "I'm healthy, why are you showing me this?". The background features a stylized cityscape and a green hill.

### WHO SURVIVES?

This script further illustrates why their better-than-average health makes them the perfect candidate for a critical illness product.

Imagine we had two rooms filled with 100 people each, one room with people like you who are typically healthy, and the other room with people who are not as healthy. Which group, when given diagnoses like cancer, heart attack, and stroke, is more likely to survive and claim on their critical illness insurance?

**<allow client to respond -they will say that healthy people like them are more likely to survive>**

You are correct. Being healthy does not eliminate the risk of these illnesses, but it does put you in a significantly better position to have a chance at a successful recovery. The Doctor who invented this product knew that quick access to capital could greatly assist people who survived a critical illness with the emotional and financial costs of recovery.

<sup>1</sup> Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4600146/>

## FAMOUS PEOPLE

Some clients mentally block themselves from thinking about the people they know who have had to battle significant illness. Others, possibly younger clients have been spared so far, from having people close to them diagnosed with cancer, heart attack, stroke, or any number of covered illnesses.

For clients in these situations, or with athletic people who perceive themselves as to be in excellent health and therefore more immune to illness and death, it can be beneficial to point out the large number of young, healthy celebrities and world-class athletes who have been diagnosed with a critical illness.

In truth, no one is immune to the fragility of health. Look no further than to fit celebrities and even world-class athletes who were young and healthy when diagnosed. Think of people like:

- **Super fit actor Patrick Swayze**
- **Young singers Sheryl Crow and Melissa Etheridge being diagnosed with breast cancer**
- **Superman himself Christopher Reeves suffering paralysis from a freak accident**
- **NHL superstar Mario Lemieux diagnosed with Hodgkin's Disease**
- **Seven-time Tour de France champion Lance Armstrong surviving testicular cancer**

Being healthy does not eliminate the risk of these illnesses, but it does increase your chances of survival.<sup>2</sup> These celebrities and athletes had access to significant financial resources to help them battle through recovery. A doctor invented critical illness insurance to provide quick funds to individuals who, when diagnosed with a critical illness, need the resources that money can provide to deal with the financial and emotional consequences of their recovery.

## A THOUGHT ON YOUNGER CLIENTS

Younger adult clients often look at critical illness insurance and think that this would be an excellent product for their parents, as older age groups are more likely to have a significant health event. The key is to acknowledge that they are correct in thinking that, but insurance companies have taken this into consideration when pricing critical illness insurance. This is reflected in the higher premiums their parents would pay for coverage as compared to the premium they would need to pay for the same amount of coverage. On average, a 30-year-old will pay one-third the annual premium of a 50-year-old.

### **To address this, you might say to your client:**

You might be asking yourself why I am showing you this type of coverage since you are only 30 years old and that maybe I should be talking to your parents. You would be correct in thinking that the illnesses that are covered in this type of insurance are more likely to occur at your parent's age group than to your peer group. The insurance company factors this probability of occurrence into the premium cost of the coverage so that someone 20-years older than you would pay approximately triple the annual premium amount of what we are looking at for you.

The unfortunate reality is that health events can occur for anyone, and many young people will have to deal with a significant health issue. The good news is that we can get this coverage in place for you now, for about one-third of the cost of what someone in your parent's age group would have to pay.

For more on positioning critical illness to younger clients, please refer to *Positioning CI to Children and Young Adults* section of Path to Success.

<sup>2</sup> Source: <https://www.caring.com/articles/prevent-cancer-improve-chances/>

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