



# PATH SUCCESS™

Expert Advice on Navigating **CI** Sales

## FOUR QUESTION CRITICAL ILLNESS SALE

Many advisors have had success in introducing the need for critical illness insurance through these four questions:

1. Do you know anyone who has had cancer, heart attack, or a stroke?
2. Was it unexpected?... as these illnesses sometimes happen to even the healthiest people we know.
3. Was it emotionally or financially challenging for them and their family or business?
4. Would some extra money have helped?

– or alternate Question 4:

Going back, if they had the chance to purchase an insurance product that would have provided them additional funds upon diagnosis of a significant illness, do you think that would have helped?

**NOTE:** If your client says “no”, you can let them know that they are very fortunate to not know anyone, since nearly one in two Canadians will be diagnosed sometime in their lifetime. (You can then proceed to the four statements on page 3).

**Four-Question Rationale/Advice:**

Each of these seemingly simple questions serve an essential purpose in the critical illness insurance sales process.

**1**

**Do you know anyone who has had cancer, heart attack, or a stroke?**

The objective of this question is to have your client thinking of cancer, heart attack, stroke, and other illnesses in terms of people they know. This makes it more personal as opposed to thinking of broader national illness statistics. Critical illness insurance is purchased on an emotional level, so thinking of a sibling, parent, or close friend who has dealt with a critical illness is more impactful than thinking about a statistic like 50,000 Canadians have a stroke each year.

**2**

**Was it unexpected? Critical illnesses sometimes happen to even the healthiest people we know.**

The objective of this question is to illustrate the uncertainty of health. It is not only the unhealthy people who face the possibility of a critical illness diagnosis. Sometimes it is the person who appears healthiest that unexpectedly is diagnosed with a critical illness. If your client can think of a healthy person that they know that became unexpectedly sick, this can help eliminate the potential critical illness insurance objection of "I'm healthy, so I don't need this."

**3**

**Was it emotionally or financially challenging for them, their family or their business?**

The objective of this question is to illustrate that surviving an illness has consequences. The money from critical illness insurance does far more than pay financial expenses directly associated with the illness. It can also provide options to reduce the tremendous emotional strains those diagnosed with a critical illness and their families can go through after diagnosis. For example, a client who has reliable medical coverage may see a minimal direct financial impact from their illness. However, not only them but their family will likely be dealing with an immense amount of stress from the diagnosis, through the treatment and up to recovery. Critical illness insurance proceeds do not have to be used for medically related expenses, they can be used towards expenses not directly related to the illness such as help with things to reduce the stress for themselves and their family. Lowering stress is important during a critical illness to help support an increased chance of recovery.

Since critical illness insurance proceeds can be used for whatever the family needs to deal with their situation, proceeds can be used towards non-medical expenses as well, such as:

- help to replace lost income for a healthy spouse to take time off work
- cover costs to fly in friends and family for support
- hire a nanny to keep schedules as normal as possible for the kids
- use upon full recovery, for a family holiday to celebrate a successful recovery rather than racing back to work

**4**

**Would some extra money have helped?**

-or-

**Going back, if they had the chance to purchase an insurance product that would have provided them additional funds upon diagnosis of a significant illness, would that have helped?**

The purpose of this question is to directly illustrate the mechanics of critical illness insurance: money that shows up for the client to use in absolutely any way they think will help them and their family. The term "help" is utilized as no amount of money makes the diagnosis and recovery "better" or "solved," but money can certainly help.



### Four Statement CI Sale

Some advisors do not like to utilize the question and answer sales methods in their meetings. If you are one of these advisors, you could use the Four Statement CI Sale to introduce the need and value of critical illness insurance. You could say:

- 1** Almost everyone I've met knows someone who has been diagnosed with cancer had a heart attack or suffered a stroke.
- 2** What is unfortunate is that an illness can happen to even the healthiest person you know.
- 3** With the people I know, most were impacted financially due to their illness, and every single person and family was shaken up emotionally.
- 4** If some additional funds had showed up that they could have used however they thought best to get through the critical illness, I know that money would have helped them tremendously.



### ADVISOR SCRIPT:

**A final version of the four questions critical illness sales process is for you to use the questions to put together a testimonial about your own personal experience.**

I have known far too many people who have been diagnosed with cancer, had a heart attack, or suffered a stroke...

What is unfortunate is that these events have happened to some of my healthiest friends and family.

Of the people I know who had to deal with these illnesses, some struggled financially but they all found it challenging emotionally.

If some additional funds had shown up that they could have used however they thought best, I know that money would have helped.

**Or if you are comfortable you can use these statements to be about someone specific you know personally who had critical illness insurance coverage and received a benefit to help them through their recovery.**

I know too many people who have suffered critical illnesses, and many close to me like my (brother, sister, spouse, nephew).

And he/she/they seemed to be super healthy, and we never expected this to happen to someone in our own family, but these illnesses are unexpected.

For them, it was difficult financially because of x, y, z but even more it was tough emotionally for them.

Money would not have fixed everything but I know it would have helped.

**OR**

**What helped them is I was able to deliver a CI cheque for \$50,000 that allowed them to x, y and z**

