



Objections: Anticipating
the objections your clients
may have

Path to Success

Expert advice on navigating CI sales

For advisor use only



Critical illness objections, like all objections, are best dealt with before your client raises them. Successful critical illness advisors anticipate potential objections. They introduce and eliminate them during their presentation before the client forms an inflexible position against the product. The goal is for your client not to have to change their opinion or admit they may have viewed the product incorrectly.

For example, you might pick one of the following objections and say:

Some clients, when they first looked at this product, felt that:

- since they had a lot of their own money, they didn't need extra cash if diagnosed
- since they owned quality disability insurance, they didn't need this coverage
- since they were healthy, these illnesses were not going to happen to them
- this critical illness insurance is expensive

That's not an unreasonable first thought, but after looking a little deeper, most found... (and then introduce the objection handling strategies in this program).



Handling client objections

By designing your CI discussion to introduce and eliminate common objections, you can significantly reduce the number of client-raised objections. If your client still has objections, an excellent strategy to use is the three-step “Feel, Felt, Found” approach.



For example, in a situation where your client objects that critical illness insurance seems expensive, you might say:

- I completely understand why you feel that way.
- Many others, when they first looked at this product, felt the same way.

Most clients, however, found when they saw the actual stats on how often these illnesses occur (Cancer alone being nearly one out of two people in their lifetime¹), that these illnesses are unfortunately really likely to impact them and their family and the critical illness insurance provides excellent value.

This approach acknowledges that your client’s objections are reasonable and that they are not alone in their thinking; however, others have changed their position when presented with some additional information. By utilizing this approach, you are not trying to convince your client that their initial opinion is incorrect, but rather that with further information, they will, like most others, view their objections differently.



“Reason why” letter

CLHIA has six elements for making a suitable insurance sale, one of which is a “Reason why” letter. This letter is the final element that is required by CLHIA to ensure a suitable sale. It is a simply written, brief client facing communication that makes the connection between the advice you have given, your analysis of the client’s needs and the direction you have received from your client. You should provide a “Reason why” letter to your client following every sale.

Equitable has created sample “Reason why” letters that you can use as a guide to put together the letters for your clients.

<https://advisor.equitable.ca/advisor/en/Individual-Insurance/Reason-Why-letters>

¹ Source: <https://www.cbc.ca/news/health/cancer-society-annual-statistics-report-1.4168784>

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