



# Pivoting to CI from life insurance

**Path to Success**

Expert advice on navigating CI sales

For advisor use only

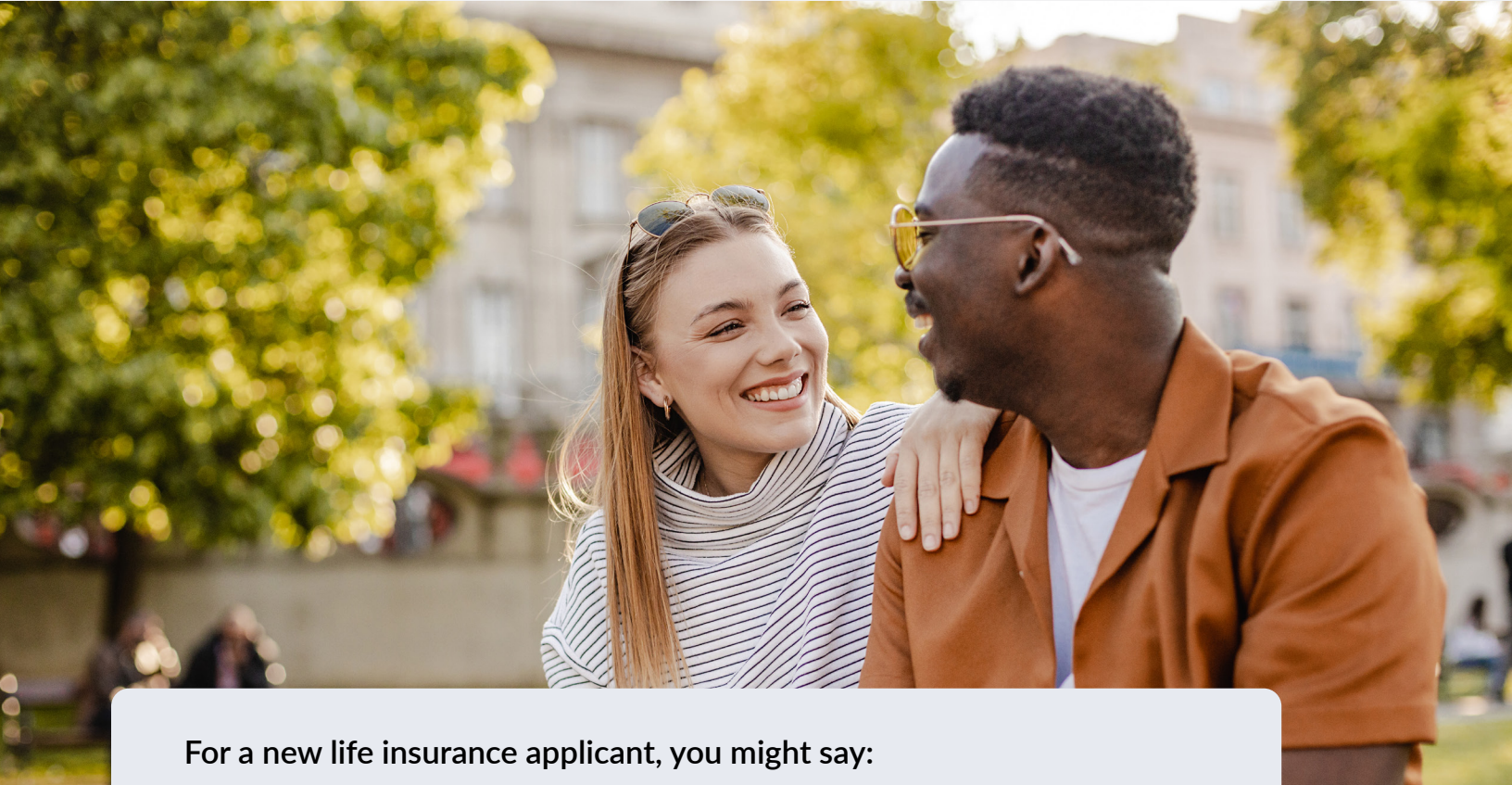


## Pivoting to CI from life insurance

You can introduce critical illness insurance easily during a new life insurance presentation or during a review of your client's inforce life insurance. If you position life insurance by using Cancer, a Heart attack or Stroke, that results in death triggering a life insurance payout; this will automatically transition to the financial struggles of recovery if the client has Cancer, a Heart attack or Stroke and survives the condition. Connecting the life insurance payout to the critical illness conditions (Cancer, Heart attack, Stroke), makes it easier for you to transition to asking your client "what would happen if you do not pass away when these illnesses strike?" Most people do not own critical illness insurance because they simply do not know that it exists or really understand critical illness insurance.

You can make the transition from life insurance to critical illness insurance with your client by:

- 1 Framing with your client, the reason they are purchasing or own life insurance, is to help protect their family or business should they pass away from an unexpected event like Cancer, Heart attack, or Stroke.
- 2 Discuss medical advancements and how more likely it is that they survive an illness instead of having their life insurance pay out.
- 3 Ask your client if they think some amount of financial relief would help them with their recovery if they are diagnosed with a covered critical illness.



### For a new life insurance applicant, you might say:

I am glad we are putting this life insurance in place so that your family is taken care of if something serious like Cancer, Heart attack, or Stroke occurs.

I know that if a significant illness like that occurred that you would rather survive and not have this life insurance payout, correct?

The good news is with improvements in diagnosis and treatment options; people today are far more likely to survive these significant health events than our parents, and our grandparent's generations would have.

Do you think some amount of funds would help if you had to deal with the consequence of surviving and recovering from something like Cancer, Heart attack, or Stroke?

Here is my thinking, if something like Cancer, Heart attack or Stroke occurs and you were to pass away, we have agreed that you would need \$\_\_\_\_(life insurance benefit) to be paid to take care of your family.

I think surviving the illness likely comes with the need for some funds as well—I don't think we need the significant life insurance amount of \$\_\_\_\_(life insurance benefit), but it feels like more than \$0 should show up when something that serious occurs, would you agree?

A Doctor felt the same way, so he invented an insurance product that does just that, critical illness insurance. This product provides people with a lump sum cash payout, similar to a lump sum life insurance payout, to help them through recovery of a covered critical illness.

Should we look at some numbers?





### For a current life insurance client, an advisor might say:

We put this life insurance in place so that your family is taken care of should you pass away due to something serious like Cancer, Heart attack, or Stroke.

I know that if a significant illness like that occurred that you would rather survive and not have this life insurance payout, correct? If you survived, how much of your life insurance would pay out?

The good news is with improvements in diagnosis and treatment options; people today are far more likely to survive these significant health events than our parents, and our grandparent's generations would have.

You wouldn't need near as much as the amount of life insurance you have, but do you think some amount of funds would help if you had to deal with the consequence of surviving and recovering from something like Cancer, Heart attack, or Stroke?

Here is my thinking, if something like Cancer, Heart attack or Stroke occurs and you were to pass away, we have agreed that you would need \$\_\_\_\_(life insurance benefit) to be paid to take care of your family.

I think surviving the illness likely comes with the need for some funds as well—I don't think we need the significant life insurance amount of \$\_\_\_\_(life insurance benefit), but it feels like more than \$0 should show up when something that serious occurs, would you agree?

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## Life insurance: old or modern

Some of your clients may feel that you are trying to sell them critical illness insurance, not because they need it, but because it's the newest product the industry is trying to sell. The following script helps you transition your clients to thinking of critical illness insurance as a way of updating their current insurance planning.

A couple of generations ago, most people diagnosed with a covered critical illness passed away, and their families received the benefits from a life insurance plan due to solid life insurance planning. Over time as diagnosis and treatment options improved, more clients survived but received no financial relief from their insurance planning as they still only owned life insurance. The right product two generations ago to address Cancer, Heart attack, and Stroke was life insurance. Today there is a need for both life insurance and critical illness insurance. This positioning also addresses your client's question as to why their parents and grandparents did not own critical illness insurance.

In the past, insurance planning made sure that if something serious like Cancer, Heart attack, or Stroke caused someone to pass away that a life insurance benefit was paid out to help the family left behind.

Today, insurance planning says we should also cover the more likely scenario, that due to continually improving medical advancements, it's more likely that you will not pass away but rather survive the first time you have to deal with something like Cancer, Heart attack, or Stroke.

Recovery from these illnesses still comes at a cost, and a Doctor invented a product called critical illness insurance that provides a lump sum tax-free payout on covered critical illnesses to help people focus on their physical recovery.

Essentially the Doctor modernized insurance planning. If something serious like Cancer or a Heart attack occurs and someone passes away, the large life insurance cheque shows up, and if someone survives that diagnosis, a smaller cheque would show up to help them cope and recover.

Let me show you some examples on how this new insurance product can help you and your family.

### Mortgage insurance: old or modern

Most people with mortgages know they should protect their families from the financial burden of a mortgage with life insurance. If you are talking to your client about protecting their mortgage, the following script introduces the concept of adding in critical illness to modernize their mortgage coverage.

Do you want the old type of mortgage insurance or the new?

(client typically asks what's the difference?)

With the old type of mortgage insurance, if you die prematurely, the mortgage is paid off, so your spouse/kids are raised in the house and in the manner you hoped without financial strain.

With the new type of mortgage insurance, your mortgage is still paid off if you pass away, but also if you are diagnosed with Cancer, Heart attack, or Stroke and don't pass away. Receiving this payment upon diagnosis of a covered critical illness means you and your family will have less stress about mortgage payments, and can focus on getting better.

Did you know that illness, not death, causes half of the mortgage foreclosures?  
(Source: <https://www.mortgagecalculator.org/helpful-advice/keeping-your-home.php>)

Which mortgage insurance would you like, the old or the new?



## Mortgage add-on?

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I know that if a significant illness like that occurred that you would rather survive and not have this life insurance payout, correct?

The good news is with improvements in diagnosis and treatment options; people today are far more likely to survive these significant health events than our parents, and our grandparent's generations would have.

Do you think some amount of funds would help if you had to deal with the consequence of surviving and recovering from something like Cancer, Heart attack, or Stroke?

Here is my thinking, if something like Cancer, Heart attack or Stroke occurs and you were to pass away, we have agreed that you would need \$\_\_\_\_(life insurance benefit) to be paid to take care of your family.

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## Current life insurance client: what's more likely?

Your client likely already intuitively understands the risk a significant illness could have on their lives, and with life insurance in place, your client already understands the financial risk their family would have if they pass away unexpectedly. You can leverage this understanding by using this knowledge and your client's prior decision to purchase life insurance to open the critical illness insurance discussion.

In the short-term, do you think it is more likely that people your age will pass away and have their life insurance payout or that they will have a significant health event like Cancer, Heart attack, or Stroke and survive but for some time have their world turned upside down?

You are correct that having to deal with the consequence of survival is more likely, and that is why a Doctor invented critical illness insurance. The Doctor realized that survival comes at an emotional and financial cost, so he designed the product to provide quick funds to people to help them cope through recovery.

<sup>1</sup>source: Canadian Cancer Society <https://www.cancer.ca/en/cancer-information/cancer-101/cancer-statistics-at-a-glance/?region=en>

# About Equitable

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We believe the world is better when we work together to build an Equitable life for all.



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