

Individual disability insurance

Develop your approach

Even though individual disability insurance (IDI) may not be as familiar as other products, like life insurance or employee benefits, IDI is just as — or even more — important. Remember to ask clients about their income and business protection — and then recommend IDI solutions to help meet their needs. The tips and script suggestions below can help you start that conversation.



Tip 1 Help clients see the **big picture** by saying:

- › Like most insurance policies, it's purchased when you're young and healthy and don't expect anything bad to happen. But if it does, disability insurance is there to help.
- › Medical insurance is a great benefit that pays your doctor, but what about a benefit that pays you if you become too sick or hurt to work?
- › It's easy to think of your regular expenses when planning for the future. But what about the new expenses that come with being too sick or hurt to work, like insurance co-payments, medical expenses, in-home care and a possible increase in health insurance premiums (i.e. COBRA)? Can you afford to pay these new expenses for six months, a year or longer?

Tip 2 Make it **personal** for clients by saying:

- › Do you know anyone who's suffered from back problems, heart disease or cancer? Chances are you do. Did they have a back-up plan for their unexpected illness or injury? Don't wait until it's too late. Protect your income now, while you're still healthy and able to work.
- › Take a moment and write down the names of three people who could financially help you if times get tough. Would they be willing to help take care of your expenses for six months, a year or longer? Take the stress off your family and friends by putting a back-up plan in place with disability insurance if the unexpected happens tomorrow.
- › You may know someone who's had an online fundraiser or bake sale. Many times, these events are to help those who've encountered a disabling illness or injury. It's up to each of us to make sure we have the right protection in place, so we're not put in an uncomfortable situation if times get tough.

Tip 3

Show clients what disability insurance is **worth** by saying:

- › Do you know your earning potential over the course of your lifetime? For example, if you're a 35-year-old making \$75,000 annually, assuming a 5% annual increase to age 65, that could add up to \$4,983,000 over your career.
- › Many people are willing to buy a protection plan on their TV or warranty on a car – are you one of them? Your income is worth so much more than these items – and the very thing that buys these items, so protecting it is very important. And now's the time to protect your income while you're healthy and working.
- › You protect things like your home and car with insurance, but what about the one thing that makes all of it possible – your income? Disability insurance provides monthly benefit payments if you're too sick or hurt to work. And it typically costs 1% – 3% of your annual income.

Tip 4

Show clients why they may need **more coverage** than they think by saying:

- › If you had to go home tonight and tell your spouse that your pay was reduced by 40% for the rest of your career, how would that conversation go? That could happen if you became disabled with only a group long-term disability policy through your employer. Supplementing your group coverage with disability insurance can provide even more protection if you become too sick or hurt to work.
- › When's the last time you looked at your personal disability insurance plan? What you put in place years ago may not be enough to cover today's expenses if you become too sick or hurt to work. So, let's take a look at how disability insurance can help protect you in the future.



[Learn more](#) | Contact your local representative.

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