

# Sales Idea: Two Steps to a Quick Sale

## Tips for Selling Accident Insurance



**The Situation:** Individuals and families want relief from rising health insurance deductibles and unexpected out-of-pocket costs.



**The Solution:** Insurance on insurance... LifeSecure's Accident insurance can be a quick and easy way to supplement your client's health coverage; hence, extending their protection - while also boosting your commissions. It's a win-win!

LifeSecure's Accident insurance is a **guaranteed issue product** (no underwriting!) with a straightforward plan that's easy to understand. It only takes two simple steps to get your clients the extra protection they may need.

**Step 1 - Choose an Annual Benefit Bank and Annual Deductible amount**

**Step 2 - Complete LifeSecure's easy online application with electronic signatures**

That's it! Ancillary coverage for your clients and ancillary commissions for you!

**Where's the opportunity?** Look no further than your current book of business.

- "Insurance on insurance" for your health clients - Accident insurance provides extra protection in addition to health coverage and it's HSA compatible.
- Provide a cost-effective solution to help your clients rest easy knowing that they are better prepared to handle unexpected costs following an accidental injury.
- Put more money in your pocket - mine your current client base to uncover potential quality leads and quick sales that produce higher commissions.

**How do you start?** Here's an idea...

Since LifeSecure's Accident insurance is a guaranteed issue product, you can run a quote with a \$2,500 or \$5,000 Annual Benefit Bank, which will have a monthly premium of around \$20. Then email it to select clients who might benefit from accident coverage.