

# Sales Idea: 4 Questions

## Selling Solutions with Critical Illness Insurance



LifeSecure's Critical Illness Insurance is a great complement to health insurance. It can provide your clients with the confidence that they'll have help paying for things like meals, child care, housekeeping or anything else and be focused on recovery when fighting a serious illness.

But your clients may not necessarily think that they need more insurance. That's why it's important to **sell the problem you solve - not the product.**

Try starting with these four questions:

1. Do you know anyone who has had cancer, a stroke, or a heart attack?
2. Did they plan on it, or was it unexpected?
3. Did it create any unexpected emotional or financial strain on the household?
4. Would additional financial support have helped them handle their expenses?

Most people have a personal experience, whether it's with a family member or a friend, where an illness made it difficult to make ends meet or caused financial hardship. These questions can break the ice and start a conversation that helps you better understand your clients.

Learn about their concerns, uncover potential risks like out-of-pocket maximums and coverage gaps, and other issues that create the need. Then link the need to the value of Critical Illness Insurance – **and sell the solution!**