

EDUCATE YOUR CLIENTS ABOUT DISABILITY INCOME (DI) INSURANCE

You should have a discussion with every client and prospect you work with regarding their Disability Income (DI) insurance needs. Many producers are reluctant to discuss DI insurance planning, thinking it might confuse the client or take the focus off the life insurance sale. Others infer that their clients and prospects already have DI insurance through work. The bottom line is that the need for DI insurance has never been greater. Many of your clients do not have any or enough DI insurance, whether through work or a personal policy. Let's look at the DI landscape to see how you can develop techniques to better serve your clients and prospects with needed DI insurance alternatives.

Sales Idea: Few Americans, outside of the medical, dental or attorney marketplaces, are cognizant of the need for comprehensive DI insurance planning, nor do they own individual DI insurance. Even in the business marketplace; most companies provide only group Short-Term Disability or Long-Term Disability insurance. When group plans are in place, it's well documented that key employees or employees with variable compensation are often left underinsured and unaware of their exposure.

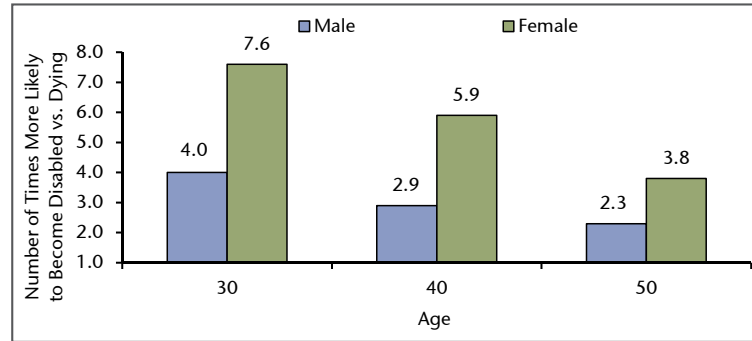
Income allows your clients to fund their necessities and other investment and insurance vehicles, and is usually your clients' largest asset.

The table below shows how much money your clients could earn if they work until they reach the age of 67. It does not take into account any increases or cost of living adjustments that may occur.

Average Income to Age 67							
Current Age	\$50,000/yr	\$75,000/yr	\$100,000/yr	\$150,000/yr	\$200,000/yr	\$250,000/yr	\$300,000/yr
30	\$1,850,000	\$2,775,000	\$3,700,000	\$5,550,000	\$7,400,000	\$9,250,000	\$11,100,000
35	\$1,600,000	\$2,400,000	\$3,200,000	\$4,800,000	\$6,400,000	\$8,000,000	\$9,600,000
40	\$1,350,000	\$2,025,000	\$2,700,000	\$4,050,000	\$5,400,000	\$6,750,000	\$8,100,000
45	\$1,100,000	\$1,650,000	\$2,400,000	\$3,000,000	\$3,600,000	\$5,500,000	\$6,600,000
50	\$850,000	\$1,275,000	\$1,400,000	\$1,750,000	\$2,100,000	\$4,250,000	\$5,100,000
55	\$600,000	\$900,000	\$1,200,000	\$1,800,000	\$2,400,000	\$3,000,000	\$3,600,000
60	\$350,000	\$525,000	\$700,000	\$1,050,000	\$1,400,000	\$1,750,000	\$2,100,000

The odds are great that your clients will have to deal with a period of disability:

Risk of Disability vs. Risk of Death



Source: 2010 *Gen Re Disability Fact Book*. Reprinted with permission of the publisher from the 2010 *Field Guide to Estate, Employee & Business Planning*, by Donald F. Cady, Copyright 2010, The National Underwriter Company, 1-800-543-0874

How to introduce the idea to your prospect: Discuss DI insurance needs with each of your clients and prospects. When they say they have DI insurance through work, ask them to provide a copy of their group certificate. If they do have it through work, ensure it provides a level of coverage that will allow them to maintain their lifestyle. If they don't have it at all, propose a plan and discuss it.

What you offer: Based on your fact-finding and review of any existing coverage, fill the gaps. Similar to life insurance fact-finding, you can use DI insurance to provide coverage which coordinates with any existing coverage. Your understanding of their overall insurance and financial plans will allow you to tailor a DI insurance plan that they can afford and that allows benefits to increase as their income increases.

Sales Potential: You can have a discussion about DI insurance needs with all your clients and prospects.

Sales Tools:

- 21 Features Designed to Protect Your Income Flyer
- Designing an Income Protection Plan Brochure
- Potential Causes of Disability Flyer
- What Would You Do Without Your Income Client Brochure

For more information on educating your clients about DI insurance and how to apply this concept into your daily sales, **your Agency/Brokerage Manager or your Ameritas Sales Development Team at 800-319-6903.**



5900 O Street
Lincoln, NE 68510
Ameritas.com



1350 Broadway, Suite 2201
New York, NY 10018
AmeritasNY.com

Disability Income insurance (Forms 4501NC, 4502GR and 4503BOE) is issued by Ameritas Life Insurance Corp. in approved states. In New York, Disability Income insurance (Forms 5501-NC, 5502-GR and 5503-BOE) is issued by Ameritas Life Insurance Corp. of New York.

The representative is not an affiliate of Ameritas Life Insurance Corp. or Ameritas Life Insurance Corp. of New York.

This information is provided by Ameritas Life Insurance Corp. and Ameritas Life Insurance Corp. of New York, each a UNIFI® company. Ameritas Life Insurance Corp. is not licensed in the state of New York. Each company is solely responsible for its own financial condition and contractual obligations. For more information about UNIFI® Companies, visit UNIFCompanies.com.

UNIFI® is a registered service mark of UNIFI Mutual Holding Company.
© 2011 UNIFI Mutual Holding Company

For Producer use only. Not for use with clients.