



RESPONDING TO COMMON OBJECTIONS

Responding to and overcoming common objections when working with a prospect is a vital element in closing the long-term care sale. Being able to respond to their concerns quickly and confidently will assure them that long-term care insurance is a necessary part of their financial plan. Below are some of the objections that may come up in an appointment as well as responses that will help overcome any concerns your client may have.

Objection: It costs too much

Response: The cost of waiting should be incorporated in your presentation. This will give your client a clear idea of the potential benefits of owning a LTC policy.

Objection: My children will take care of me.

Response: That is true. Children are always there for a family member in need, however, a LTC policy will help alleviate some of the physical and monetary tolls that accompany being a caregiver.

Objection: I want to shop around.

Response: You can avoid this objection by coming to the appointment prepared with multiple carrier comparisons; showing your client you have done your due diligence when it comes to different options.

Objection: I want to self-insure.

Response: Self-insuring may be an option for many people. There are two things to consider. First, those who accumulate enough wealth to self-insure are the same individuals who understand how to insure against risks. Second, planning effectively for care is difficult due to unknown costs of care as well as finding an investment that is consistent with today's changing market.

Objection: It's too early to plan.

Response: The cost of waiting is more expensive. Waiting may cause an event where you are no longer insurable. Again, incorporating a cost of waiting diagram in your presentation can help prevent this objection.

Objection: I plan on going on Medicaid.

Response: Recent legislative changes have made it more difficult to qualify for Medicaid. Remember, Medicaid is a welfare program.

For more information please contact us at:
1-800-245-8108



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