



SALES IDEA

Everything Rests on Income

Help your clients protect themselves and their families. Talk to them about preserving their income with a Disability Income policy from Union Central.

Are you looking for a simple way to present Disability Income insurance in 10 minutes or less? Here's a sales idea that will help you do just that. Make a set of blocks similar to the ones below, or just use this picture to drive your point home with clients and prospects.

Set up the blocks as they are pictured here; then ask your clients what things they provide or hope to provide for their families. Chances are, they will name many of the things that appear on the blocks—a family home, food and clothing, an education. Touch base on each of the items on the blocks. Your clients will most likely agree that these are among the most important things a family needs. Next, ask what it is that allows your clients to provide these things for their families. Inevitably, the answer is "income." That's when you begin talking about the big block that is the foundation for everything else.



So what would happen if your clients were suddenly to lose their ability to earn an income? Pull the "income" block out and your clients will see exactly what happens. When clients lose their ability to earn an income, everything else can crash down in a hurry.

Help your clients protect themselves and their families. Talk to them about preserving their income with a Disability Income policy from Union Central.

The Product Marketing Team can help you design a plan that best suits your clients' needs. Call today at 800-319-6903.



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