



[Cross-Selling and Multiple Sales: Your and Your Clients'](#)

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- By J.R. Jordan

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Do you know someone who has suffered a heart attack, stroke, or cancer? Was their quality of life negatively affected because of the critical illness from which they suffered? If there were a product that would give you a check for at least \$25,000, and up to \$250,000, if you were to suffer a heart attack, stroke, cancer, or any of the other covered critical illnesses, would you be interested?

Odds are, you'd answer yes to all of the above questions — and your clients may, too.

Asking your clients or prospects these questions can be an effective way to open your appointment. The goal is to obtain as many "yes" answers as possible so that when it is time to close, the answer, again, is "yes."

So how can you save your clients money, provide them with more coverage than they've previously had, and earn more commission paychecks than ever before? There are ways to earn at least one sale on every appointment you go on and three sales on more appointments than you can possibly imagine. Maybe this system won't work the first time you try it. Maybe you will get shot down on the second, third, and even fourth time you try this strategy. But once you get this system down pat, you may be selling more insurance than ever on just one appointment.

Here's what you need:

1. A major medical plan, HSA, limited coverage health, or membership plan in your portfolio
2. An accident plan with several options, e.g., \$2,500, \$5,000, \$7,500, or \$10,000
3. A critical illness plan. Make sure it is life-based. The company you use should know the CI marketplace, and you should have someone there to whom you can turn if you need assistance.

Cross-selling is obviously the key. First, sell clients a critical illness plan on both spouses if possible; sell an accident plan with a face amount of at least \$5,000; and sell your client a major medical plan with a \$5,000 deductible. This will give your clients life insurance, critical illness coverage, disability coverage, accident insurance, accidental death and dismemberment (in most cases), emergency air ambulance (in most cases), and major medical coverage. It will give your clients more coverage than they have ever had before, it will be less expensive than what they were paying for that \$500-deductible major medical plan they already have, and it will provide you with three separate sales from just one client.

Sample script

When you sit down with your client, they know that you are there to try and sell them health insurance, no matter how much of an advisor you try to be. So start the conversation this way:

"As we both know, I am here to take a look at your current health plan and, if needed, provide

you with the coverage that you do not have. But in order for me to obtain the best possible coverage for you at the lowest possible price, I need to ask you a few questions:

- Do you know someone who has suffered a heart attack, stroke, or cancer?
- Was their quality of life negatively affected because of the critical illness they suffered?
- If I could show you a product that would give you a check for at least \$25,000 (and up to \$250,000) if you were to suffer a heart attack, stroke, cancer, or any of the other covered critical illnesses, would that interest you?"

Follow up this line of questioning with:

"When someone needs to satisfy their deductible on a health insurance plan, they usually do so because they've suffered a critical illness or accident. I have already shown you the critical illness plan; now, I would like to show you the accident insurance. It would be best to go for a \$5,000 plan, and I will show you why when we cover your health insurance plan. For around \$40 a month, in most cases, we can provide you and your family with accident coverage, too. Now, let's get to your health insurance. [Remember here that on average, switching from a \$2,500 deductible to a \$5,000 deductible will save your client around \$200 per month.]

So, what is your current deductible? [It's probably \$500 to \$2,500.] Well, if we switch you to a \$5,000 deductible, it could save you around \$200 per month. To cover the gaps from raising that deductible, we now turn to the critical illness plan and accident coverage we have previously discussed. We can add \$40 per month of critical illness coverage on you and your spouse, a \$40-per-month accident plan that will cover you and your family, and then sell you that major medical plan with a \$5,000 deductible. The critical illness and accident plans will cost you about \$200 for you and your spouse, but we have saved you almost another \$200 simply by increasing your deductible. These changes will save you about \$80 per month, and now you have life insurance, critical illness coverage, disability coverage, accident insurance, accidental death and dismemberment in most cases, emergency air ambulance in most cases, and major medical coverage. You now have all of this for less than what you are paying for your health insurance alone."

If done successfully, asking these questions could help you sell not just one but three critical products, save your clients money, give them more coverage than they ever had before, and ensure that your block of business will pay you for a long time.

J.R. Jordan is vice president of Colorado Bankers. He can be reached at 888-455-7462.