



Life Changes

An insurance review can open doors

The basic challenge for agency leaders never changes. It's always about recruiting more advisors and then finding ways to keep them excited and productive.

A recent LIMRA study provides the clue to a possible solution to this challenge. Using it can help you recruit more people, keep them longer and make them more productive. That's a home run for today's recruiter.

LIMRA found that 62 per cent of life insurance consumers don't know what life insurance they have or why they have it. If such polls are any indication, personal life insurance is a mystery to two out of three Canadians.

This research means that advisors who help consumers meet this unfulfilled need will be more valuable to the consumer. Advisors who know this will be more passionate about their job and achieve greater success.

Despite the increased complexities of the business today, most consumers are still looking for simple answers to their basic question of whether they have the right insurance, and whether it's doing what they need for them and their family. This personal policy interest makes the old idea of service new again.

ADVICE IS YOUR PRODUCT; SERVICE IS YOUR BUSINESS

Life insurance is the largest unmanaged asset anyone can own. That's why it needs to be reviewed. Consumers need to know that it continues to do the job it's intended to do. Since almost no one offers this service, doing so stand out in the marketplace and creates a simple yet potentially lucrative business opportunity.

It's surprising how many years it can take to do an annual life insurance review. Some

clients have likely never had one. Advisors can therefore use this inconvenient truth about policy service to see more people. Offering service is a sales strategy.

Teach advisors to ask prospects, "Has anyone reviewed your life insurance portfolio lately?" Most will answer "no." This is your open door and the best way of showing a prospect that you are *their* ideal insurance advisor. Once you win the business, you can review your client's policy portfolio and insurance needs in detail, demonstrating the value insurance can provide. This is not about replacing business; rather, it's about showing policy value and seizing the opportunity to make appropriate improvements.

THE TAKE-AWAY

Good policy reviews consider changes both internal and external that can impact a client's life. The best way to start any review is to ask your client why he purchased the policies he did.

LIFE CHANGES PLANNING

This *double entendre* really tells the story of the opportunity. Life changes, and plans have to change too. Regular reviews of the plans that support life events and changes are therefore necessary. This is true in all aspects of life; life insurance is no exception.

"Life changes planning" is also a good name for the service an advisor can provide a consumer. It's "re-planning" your client's future based on the life changes they have experienced since his or her last review.

FOCUS ON CHANGE

Good policy reviews consider changes both internal and external that can impact a client's life. The best way to start any review is to ask your client why he purchased the policies he did. This provides a starting point.

Start a review by updating the consumer on recent industry changes. Talk about the economic, accounting, tax, contract, and legal changes that could affect clients and their plans. Beginning a discussion with the general story makes it easier to lead into *their* specific story. It's a logical approach that works.

Once advisors have laid the foundation, they can ask about the changes to their clients' personal lives. New jobs, promotions, recent graduations, impending retirements, family births or adoptions, deaths, marriages, divorces, new homes, and new hobbies are just some of the changes that can necessitate making adjustments to a life insurance portfolio.

Offering to review policy portfolios gives new and established advisors a great reason to be in the business and provides them with an added incentive to do the job. A review affords the advisor the opportunity to perform a capital needs analysis and identify other needs like critical illness insurance. After all, consumers just want to know what they have and why they have it. Advisors who *help* more *sell* more.

Remember, your best clients are your competitors' best prospects. Your challenge is to serve them better than they could be served by anyone else. **■**

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