

Framing Up Individual Disability Insurance as Income Protection

A photograph of two men in business suits sitting at a desk in a modern office with large windows. The man on the left, who is Black, is looking down at a document. The man on the right, who is white, is also looking at the document and has his hand on it. The background shows a bright, out-of-focus office environment with glass partitions and windows.

TheStandard®

Standard Insurance Company

The Standard Life Insurance Company of New York

Individual Disability Insurance (IDI) can be a tough sell, but framing the product as a way to protect income can help your clients understand what IDI does and why they need it.





To boost your IDI success, try these five tips to emphasize how IDI can provide much-needed income protection for your clients.



1. Focus on the Need, Not the Solution

Your clients likely don't know why they need IDI and what it will do for them. Start with the basics — it provides them income in the very real chance of a disabling illness or injury — and save intricate policy details for later.



2. Tell Stories to Make It Real

Consumers don't believe disabilities will happen to them. Bring the risk to life with real-life examples, such as developing cancer or experiencing a back injury that prevents them from working and earning income.



3. Compare IDI With More Familiar Insurance Offerings

Clients understand the need for car or homeowners insurance to protect them. Explain that if they don't have IDI to protect their ability to earn an income, they could lose their homes, cars and lifestyle when they are unable to work.



4. Stick to the Facts

Illnesses like cancer, heart attack or diabetes cause the majority of long-term disabilities. Encourage clients to secure the most fundamental aspect of a financial plan — income.



5. Position IDI as the Foundation of a Financial Plan

Financial planning is pointless if your clients lose the ability to earn an income to fund their plan. IDI can help ensure access to income if they unexpectedly are unable to work due to an illness or injury.

When selling IDI, clients may shy away from conversations about disability, but will understand and engage in a conversation about their possible loss of income. Helping clients make the connection between income protection and IDI could go a long way toward growing your business.



Contact your Master General Agent (MGA) or Securian Managing Partner to learn more about how to position IDI as much-needed income protection.



The logo features the text "TheStandard" in a white, sans-serif font, centered within a blue, wavy-edged shape that resembles a stylized flag or a liquid splash. A registered trademark symbol (®) is positioned to the upper right of the text.

TheStandard®

About The Standard

The Standard is a marketing name for StanCorp Financial Group, Inc. and subsidiaries. Insurance products are offered by Standard Insurance Company of 1100 SW Sixth Avenue, Portland, Oregon, in all states except New York, where insurance products are offered by The Standard Life Insurance Company of New York of 333 Westchester Avenue, West Building, Suite 300, White Plains, New York. Product features and availability vary by state and company, and are solely the responsibility of each subsidiary. Each company is solely responsible for its own financial condition. Standard Insurance Company is licensed to solicit insurance business in all states except New York. The Standard Life Insurance Company of New York is licensed to solicit insurance business in only the state of New York.

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