

# 11 Mistakes Producers Make When Selling DI

Mistake #	Mistake	Dangers of Doing So	Common Example(s)
11	Ignoring Disability as an Advisor	Disservice to your clients, legal liability and loss of commissions	Being unsure of your DI knowledge or not wanting to “risk” commissions
10	Presenting LTD and IDI as “Either/Or” Choice	The average worker will change jobs/employers several times and Group LTD is not portable	Client earning a \$75K salary with 60% Group LTD could get \$1,100 in benefit and cover 78% of income!
9	Wrong Partial Benefit Formula in a Group LTD Plan	High earners could end up with NO benefit!	Under the 50% Offset Formula, \$30K/month income reduced to \$15K, so Benefit would reduce to \$0
8	Combining SISR and Group LTD	Could result in \$2 lost for every \$1 paid by SIS!	Group LTD benefits are ALWAYS subject to “offsets” with SIS
7	Not Keeping Benefits Current	DI allows clients to <i>maintain standards of living</i> and if incomes increase, so should policies	Certain riders address this, such as the Future Increase Option (FIO) or the Automatic Increase Rider (AIR)
6	Ignoring “Subjective” Limitations	Common with Group LTD and rare with IDI, but the client should be made aware to avoid unwelcome surprises at claim	Mandatory Rehabilitation, Recommended Treatments, Self-Reported Limitations
5	Confusing Client with Jargon and Misleading Lingo	Clients will NOT buy what they do not understand	Terms such as “Own Occupation” can have different meanings across carriers
4	Agent Does Not Have Coverage	Could deter client from the real importance of DI	“What type of policy do you and/or your family have?”
3	Intentionally Over-Insuring	Can lead to RESCISSION of IDI policy! Or could lead to an appointment being cancelled	Agent recommends securing max IDI before layering guarantee-issue LTD to cover well over 100% of income
2	Not Using Available IDI Discounts	Another agent may sell your client by knowing these apply	Multi-life discounts, association discounts and pre-payment discounts
1	Using the Wrong “Line” to Protect the Wrong “Risk”	Client can grossly overpay for a policy that does not fit their specific needs	Using a personal DI policy to cover business overhead expenses