



Tips for selling
**CANCER
PLANS**

Topics

- Overview
- Tips for Selling More Cancer Plans
 - Simplify the Buying Process
 - Talk About Costs
 - Tell a Story
 - Avoid Fear Tactics
 - Tell Everyone
 - Riders



Selling Cancer Plans OVERVIEW



According to cancer.gov
and The National Center
for Biotechnology
Information:

1,735,350
new
cancer
diagnoses

PER YEAR



**60% of new
diagnoses are people
over the age of 65**

With those numbers, cancer has become a major topic in today's media though not necessarily reflected in the sales of cancer insurance.



Though agencies in need of a cancer policy, many struggle to write policies due to factors like:

- Lack of confidence with product
- Lack of confidence with cross selling
- Lack of confidence presenting



Tips for Selling More Cancer Plans

Simplify the Buying Process

Keep the buying process extremely simple by eliminating too many options

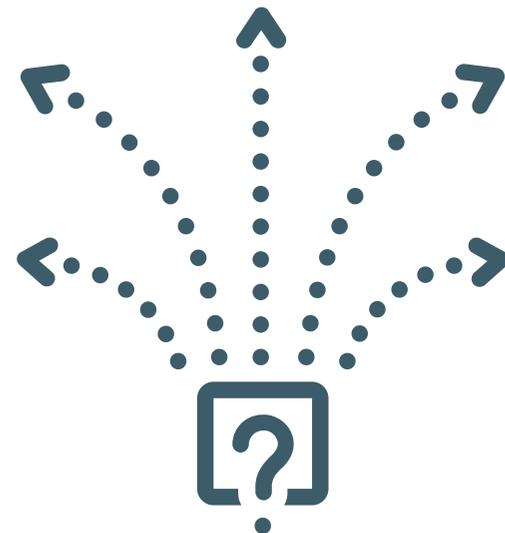
You need to ask the beneficiary only one question: Are they concerned with the out of pocket expenses of getting cancer?



Simplify the Buying Process

Your client can rely on your expertise when it comes to recommending the right cancer plan for them.

Too many options from different carriers can become confusing and not beneficial for the client.



Simplify the Buying Process

Keep it simple. Offer one cancer plan option and if the client is interested, customize with additional benefits, like riders,



Talk About Costs

Focus on the non-medical costs of having cancer.

Often times people make the mistake of thinking that their major medical, like their Medicare Supplement or Medicare Advantage Plan will take care of 100% of their cancer. They don't keep in mind that 60% of costs associated with cancer are non medical.



Talk About Costs

Non medical costs of cancer can includes such things as hotel rooms stays and transportation for when individuals are receiving treatments, like chemotherapy or radiation.

Often times they are hundreds of miles from their nearest location to receive that therapy and cannot make the drive back and forth.



Talk About Costs

There may be additional costs associated with experimental treatments, such as high doses of vitamin C.



Talk About Costs

Some may not take into account that Medicare doesn't cover a lot of the prescriptions associated with the side effects of different types of treatment, like chemotherapy and radiation.

Examples are insomnia and nausea medication. Many people do not realize that Medicare is only going to pay for nausea medication within two hours of the individual receiving therapy.

Those who are familiar with chemotherapy realize that the effects of it can last weeks after the individual receives that treatment.



Talk About Costs

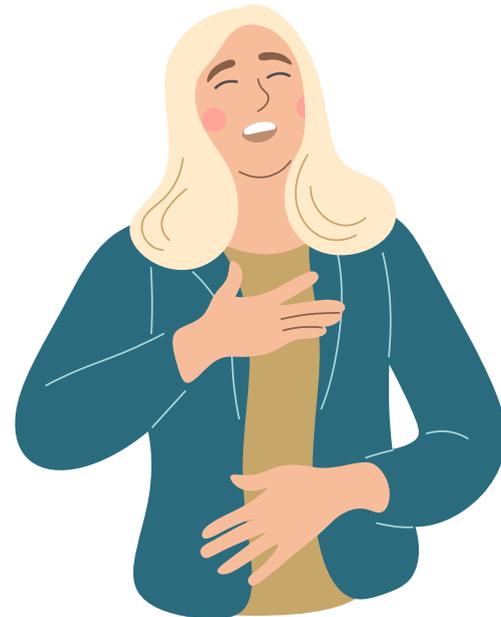
When you are going through the non-medical costs of cancer, paint a vivid picture for the beneficiaries, to make it real, turning a hypothetical situation into a real life scenario.



Tell a Story

Sales in general is a transfer of emotion and the best way to evoke those emotions is through a story.

Cancer insurance is a very unique product. It's a type of product that evokes a lot of different emotions. Everyone has a cancer story. Whether it's themselves, a friend or a loved one, a neighbor, everybody has an emotion that is tied to a story, about how cancer has affected their own lives. Ask them to share their story.



Tell a Story

Remember, that cancer sales come from **listening** and not talking too much. If they are shy about telling their own story, feel free to share your own experience, but once they start opening up, stop talking and really **listen**, asking questions that are geared to their experience, not the sale.

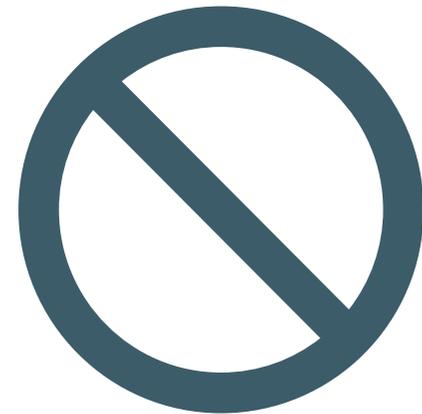


Avoid Fear Tactics

With the disease as costly and wide spread as cancer, many agents often make the mistake of using fear tactics to scare the beneficiaries into owning a cancer plan.

The types of agents that use scare tactics as a primary source of getting these types policies are the same agents that are complaining about high turnover, a high cancellation rate or people not paying their premiums.

That is because **fear is a very temporary emotion**. As soon as you leave, or as soon as that situation that's evoking fear leaves that policy tends to lose its value because that value was based all around the idea of fear.



Tell Everyone

Cancer insurance, like many other ancillary products is one that many beneficiaries don't know to ask about. If you're waiting for your clients to ask you about cancer insurance

.Also, there is no typical client that needs cancer insurance. It doesn't matter if they are male or female, rich or poor, or if they are young or old. Cancer can affect all of us the exact same way so, it's important that all of your clients are familiar with the risk associated with cancer.



Riders

Customize your beneficiaries plans using riders. It's recommended to not shop different cancer carriers with your client, It is extremely beneficial to go over the additional optional riders. Though a lot of plans have different options of riders, there are two specific ones that stand out.



Riders

Restoration of Benefits Rider: Gradually restores the benefits when a beneficiary is in remission, starting at 2 years. New plans typically have a look back of 5-10 years so this rider is valuable, especially when a high number of patients in remission may have a reoccurrence in the future. Also, the client will continue to pay premiums, keeping the plan on the books, and the agent receiving commission.



Riders

Return of Premium Rider: Used for someone not as concerned with the risk of cancer but want to make sure they use the policy either way. They can either use it as a death benefit to pay to a loved one if they are not diagnosed with cancer or use it for a cancer diagnosis. This gives a no risk feel to those different type of clients but note that it's not for everybody because the **Return of Premium Rider often raises the cost substantially.**



Cancer Plans Summary

Simplify the sale. Focus on offering one cancer plan option with the opportunity to customize the plan with riders.

Educate clients on the non-medical costs that may come into play with a cancer diagnosis, such as travel and hotel expenses, non-covered prescriptions costs and experimental treatments.

Inform clients about the option of cancer plans, and listen carefully, without sales talk, if they relay their personal story about how the disease affected them or someone they know.



614-763-2257

www.cornerstoneseniormarketing.com