

Suggested Worksite Advantage Responses

BUSINESS OWNER:

My employees can't afford it or they won't buy any coverage because they live paycheck to paycheck.

AGENT:

I'm really glad you mentioned that.

If your employees are living paycheck to paycheck today then if something did occur like an illness, accident, or even a death, chances are they would come to you for help. Isn't that true? For as low as a few dollars a week, we can show the employees options to help them be better prepared for those types of challenging times.

Do you see what I mean?

Great let's get started.

BUSINESS OWNER:

There's no need for these kind of products.

AGENT:

I totally understand your feelings and appreciate your thoughts.

However, how many people do you personally know either at your business or personal life that had an illness, accident, or even a death?

(Wait for response)

You see, you and I never know what what's right around the corner but what we can do is allow your employees to make their own decision on their nickel.

Therefore if we don't know what's around the corner and we do know people that needed these products in the past.

Then it makes sense doesn't it?

Great let's get started.

BUSINESS OWNER:

We already have another competitor in voluntary benefits.

AGENT:

That's great to hear, most of our clients are in the same position. And yet they allow us to work with their employees, do you know why?

(Wait for response)

We work side-by-side many of our competitors and give your employees the choice of some different products and certainly their ability to check pricing and available products thus giving them the best value for their dollar. This would help your employees and help your business at the same time.

Do you see what I mean?

Great let's get started.