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Legal & General

Improve your client outcomes by repositioning protection

In our report, The Secrets of Protection Success, top advisers say it's their mission to educate clients about the value of protection.

Here's how...

The protection opportunity

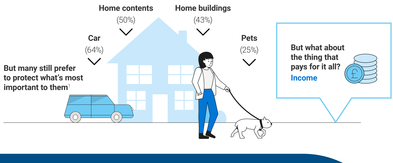
67%

prefer to save for an unforeseen event rather than insure[1]

61%

of UK consumers dont own a protection policy

However, with an increase in ownership of protection policies, this could be an opportunity to advise on protection.



The need to protect an income

£38k
The average UK annual household income was £38,432 in 2022[1]

£1.5m
The average UK person will spend in their lifetime

£481.50
The weekly spend to run a family home[2]

Did you know?

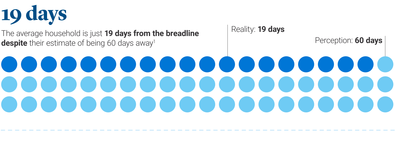
Many UK households are overestimating their ability to survive with no income.

19 days

The average household is just **19 days from the breadline despite** their estimate of being 60 days away[1]

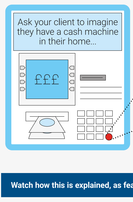
Reality: **19 days**

Perception: **60 days**



The cash machine example

Try this thought experiment:



Every month they press the red button to withdraw their income

Without it, they wouldn't have any income

Would they insure it in case it broke?

Watch how this is explained, as featured on our Just Covered podcast

How can repositioning help improve client outcomes?

Top advisers typically use two approaches to show clients protection could be integral to their broader financial plans.

1 Reframing the conversation around protecting the individual and family

- **Discuss** protection in terms of the outcomes it delivers
- **Involve** their clients with different solutions
- **Use** informal visual aids to illustrate

2 Reframing the conversation around lifetime value

- **Reframe** the client's earning ability over their working life asset
- **Show** clients their total earnings, compare it with their other assets
- **Explain** that a lifetime earnings potential as their most valuable asset

Top tips from top advisers

"It's taking the time to truly get to know your client. So they understand that you're not selling them a product, you are finding something that suits them the best."

"I wouldn't class myself as a salesperson. I would class myself as protecting people and protecting their families."

"Talk about their life before talking about life insurance..."

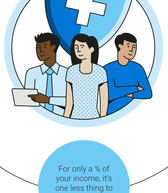
"When you explain it in a logical fashion, they understand it, but logic is not enough – it needs the emotional factor too."

"Your biggest asset is your ability to work. And therefore, we need to guarantee your biggest asset is always there."

"I show them what their liabilities are, show them where their shortfall is, and I've got questions. I'm putting questions in their head that they probably would never have thought of before."

Top advisers reposition protection to help make it an integral part of the fact find

These techniques help clients see protection as an investment in their future, and their income as an asset.



- It's a cushion against losing what clients have gained
- It's less expensive and more important than many other regular expenses
- It can be life changing for the better if it's needed
- Benefits extend beyond the immediate need and into life and financial planning
- For only a % of your income, it's one less thing to worry about at a bad time

Repositioning protection can help you disrupt the traditional approach. A change in mindset could help show the value of protection, unlocking greater outcomes for both you and your clients.

Start your path to success

We're here to support you on your path to protection success by providing you with tools, resources and insights.

Download the report and browse our expert toolkits and sales aids.

The secrets of protection success homepage

Sources; 1. Deadline to Breadline Report 2022; 2. ONS 2021

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