

ADVISER USE ONLY

# OBJECTION HANDLING

for existing members



If your clients are finding things hard financially, there may be some difficult conversations when it comes to ensuring your clients remain covered with an Income Protection policy.

With costs rising, some may feel that cancelling their policy is a way to keep monthly costs down. It's important we remind them of the reasons that made their policy so valuable at the point of application, and why retaining it can help them remain financially resilient should the worst happen during these times.

**Below are some useful objection handling scenarios you can use when speaking to your clients:**

## OBJECTION 1

**“ I’ll just rely on Statutory Sick Pay if I can’t work ”**

**Statutory Sick Pay is currently just £99.35 per week<sup>1</sup>, for up to 28 weeks.**

Although this will help you, would it replace your current monthly salary and cover living expenses such as your mortgage or rent, utility bills and food?

Remember why you took your Income Protection policy out in the first place – apart from feeling more financial pressures, has your situation really changed that much? If you're struggling, British Friendly have a number of options to support a temporary period of financial hardship.

## OBJECTION 2

**“ I already have Critical Illness cover, why do I need both? ”**

**Critical Illness cover will only pay out for a limited number of serious illnesses, and this is provided in one tax-free lump sum.**

Whilst this is great for paying additional medical bills, or perhaps adapting your home, it is a one-off payment.

Should your illness or injury put you out of work for a long time, then an Income Protection policy is designed to cover you on a monthly basis, for the benefit period you have chosen, covering your day-to-day costs when you need it most.

## OBJECTION 3

**“ I’m now self-employed, and don’t have a regular income, so Income Protection will no longer be beneficial to me. ”**

**Don’t worry, British Friendly have got you covered too, and they specialise in covering those who may be harder to insure.**

If you no longer have a regular income you may find British Friendly’s Breathing Space policy more suited to your needs, as it is specially designed to cover people with fluctuating income.

It doesn’t consider any other benefits you may be receiving, and has no financial underwriting at application stage, meaning you don’t have to prove how much you earn to take out a policy. You’ll just need to prove you’re earning an income if you do come to claim.

## OBJECTION 4

**“ If I couldn’t work through illness or injury, can’t I rely on state benefits? ”**

**If you’re temporarily unable to work, you can apply for Universal Credit or Employment and Support Allowance (ESA).**

However, both of these are not guaranteed, and it can be a lengthy application process. In addition, these options may not be the best for you to rely on.



As an example, ESA usually offers the assessment rate for 13 weeks while your claim is assessed, and this currently sits at up to £61.05 a week for under 25s, and up to £77.00 a week for over 25s<sup>2</sup>.

Could you continue your current standard of living on this?

## OBJECTION 5

**“ I’ve decided to rely on my savings to support me if I can’t work. ”**

**Relying on savings if you’re unable to work is risky, as you can’t be sure how long you’ll be off work with your illness or injury.**

For example, do you have enough to ‘pay’ yourself your salary for 6 months?

With an income protection policy your savings can stay exactly where they should be, for you and your family to enjoy together when you decide. Don’t forget, alongside your policy, you also get free access to the discretionary Mutual Benefits and BF Care programmes, adding further value to your policy.

## OBJECTION 6

### “ Is my Income Protection policy really offering value for money? ”

In addition to providing a monthly benefit to help you if you're off work through illness or injury, an Income Protection policy from British Friendly also offers access to their discretionary Mutual Benefits and BF Care programmes at no extra cost.

#### Mutual Benefits includes:

##### Clinic in a Pocket

Fast access to healthcare services for your clients and their family



- Unlimited Digital GP Consultations
- 6 Physiotherapy Sessions
- 6 Mental Health Support Sessions
- 2 Second Medical Opinions
- 1 Health Check

##### Cash in your Pocket

A chance to win £100 cash every month



- Monthly cash draws
- 5 random winners of £100 each
- Paid directly into your client's bank account
- No limit to the number of times the client can win

#### BF Care includes:

Our BF Care programme offers a range of benefits that help not only you, but your family too. For example, Death Benefit and Bereavement Benefit will help in the sad event of the death of you, your partner, spouse or child.

You can find out more about Mutual Benefits [here](#), and BF Care [here](#). At times like this, financial worries should be the last thing you worry about and although we hope you or your family never need to claim, these additional benefits are included with your policy at no extra cost, for added peace of mind.

1 Statutory Sick Pay (SSP) : Overview - GOV.UK ([www.gov.uk](http://www.gov.uk))

2 Employment and Support Allowance (ESA): What you'll get - GOV.UK ([www.gov.uk](http://www.gov.uk))

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It feels good to be covered

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