

A Guide to Growing Your Income Protection Business!

Consumer champion Which?¹ states that income protection is the one protection product every working UK adult should consider buying. Yet people are more than **twice** as likely to purchase **pet insurance**.²

The potential to grow your income protection business is huge and we are here to help you! Just follow our Mini Marketing Plan to help you successfully sell income protection...

Developing new sources of business

Did you know...

- There are:
- 751 Builders
 - 262 Engineers
 - 431 Hairdressers
 - 371 Plumbers
 - 460 Electricians

in Gloucestershire alone.

And that's just from a quick search on Yell.com!

Anyone who works and earns a living is a potential IP client - you need to tell them!

Remember to make use of our **Key Adviser Partnership Scheme** - we can help you make contact with your existing client database. Find out more by calling **0800 587 5098**.



Use the marketing tools available

We have some great tools available to help you tap into your target market.

- Our Recommend the Benefits Letter is a simple letter that you can mail merge with your client database removing the hassle of writing to each individual client!
- Our Sales Leaflets and Posters are perfect for placing at local meeting places such as Sports Clubs, to help attract new business.
- You can download these from www.cirencester-friendly.co.uk
- **Remember** why not take advantage of our Key Adviser Partnership Scheme – which can provide administrative support, call our Intermediary Sales Team on **0800 587 5098** option 2.



Know your product

Get to know the key features of the income protection product or providers available. Look out for features that can distinguish one provider from another:

- How flexible is the product?
- Are there products that don't load premiums for smoking, hazardous pursuits or occupation?
- What are the claim statistics of the provider?
- What appeals to your customers?
- What are the products unique features?
- Are there any additional benefits?

Sign up to provider newsletters to keep updated with product information.

Overcome those objections

Advisers tell us that clients thinking they don't need cover is the main barrier when it comes to selling Income Protection. Here are a few facts to keep to hand to help counter this argument.

- **2.5 million³** people are currently claiming illness or injury related benefits from the Government.
- **54%²** of people said savings would only last up to three months.
- The average weekly salary in the UK is **£429.68⁴** With just **£73.10⁵** per week in benefit you would fall short by **£356.58** a week.
- **30.4 million⁶** Working days were lost due to work-related illness and non-fatal workplace injuries in 2015/16.

For more help with overcoming objections and other tips and ideas for growing your income protection business, sign up to receive our regular email updates. Simply email your details to marketing@cirencester-friendly.co.uk



Talk to us - we are here to help!

Call **0800 587 5098** option 2 to speak to our Adviser Support Team or email Sales@cirencester-friendly.co.uk

Speak direct to an Underwriter call **01285 652492** ext **8300**

Visit our website www.cirencester-friendly.co.uk

We look forward to talking with you!

Follow us on:  

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¹ <http://www.which.co.uk/money/insurance/reviews-ns/income-protection/>

² Optimistic or Idealistic Survey 2017.

³ Department for Work and Pensions, November 2016.

⁴ Office for National Statistics "2016 Annual Survey of Hours and Earnings". This is for illustration purposes only. Amounts have been sourced using online tax calculator tools. For details of your own specific tax deductions please refer to HMRC.

⁵ www.gov.uk/employment-support-allowance

⁶ Health and safety at work Summary statistics for Great Britain 2016.