

Individual Disability Insurance

# Learn from the best

Real-life cases studies  
from your peers



There's nothing like a real-life example; it's often the best way to learn. That's why we put together this collection of actual cases from your peers. You can see how financial professionals like you have successfully approached clients and sold Principal® individual disability insurance (IDI) solutions.

## Examples to help you learn

- How both clients and financial professionals benefit from IDI sales
- What motivates people to work with advisors to protect their incomes
- How to use a variety of up-sell and cross-sell opportunities
- What compensation opportunities are available – competitive first-year commissions (FYCs), strong renewals and bonus incentives for ongoing financial rewards

## Who needs IDI solutions?

Just about everyone who relies on their income should be protecting it. Specifically those who:

- › Are ages 25 to 55
- › Are in occupations with little to no manual duties
- › Earn at least \$40,000 a year
- › Meet underwriting guidelines for health and occupation
- › Own businesses with fewer than 10 owners



## Personal needs

Meet John. He just left a large practice with robust benefits to start his own practice. And he was **looking at protection options**. His financial professionals made sure to discuss the importance of risk protection (life and disability insurance) to help prepare for the unexpected.

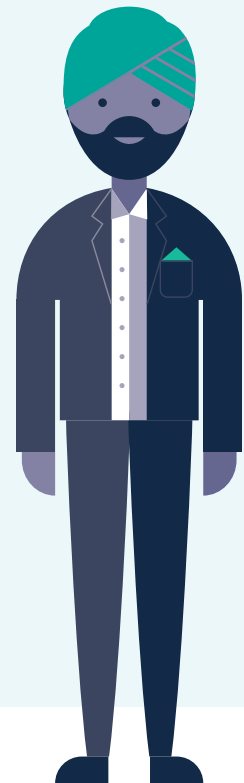
To help drive home the need for disability insurance, they leveraged the policy highlights and also talked to their DI RVP for tips.

### Solution

The client purchased both Individual Disability Income (DI) insurance and term life insurance.

### Compensation

The DI portion of the case – more than \$2,300 in FYCs<sup>1</sup>



## Employee benefits needs

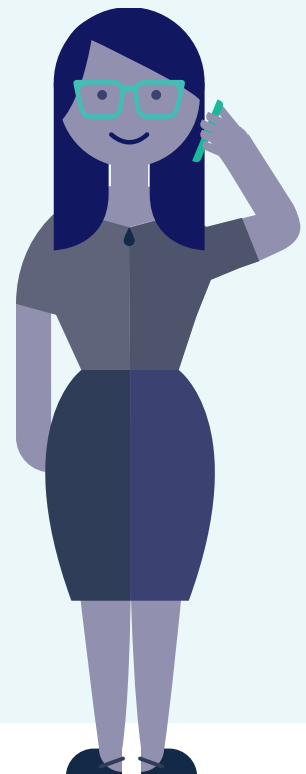
Meet Susan. She's an investment advisor looking to **enhance her benefits package to recruit and retain high-performing employees**. To do that, she wanted to offer a comprehensive benefits package so her people could build wealth and protect their incomes. She talked with her financial professional, who's a member of her bible study group, and they laid out a plan.

### Solution

A voluntary multi-life DI insurance program. Eighteen employees were eligible and five took advantage of it. Those individuals saved \$3,935 annually because of the 20% Multi-Life Discount.<sup>2</sup>

### Compensation

More than \$11,000 in FYCs<sup>1</sup>





## Business owner needs

Meet Peter. He owns a pharmacy management company and is interested in life insurance to **protect his business from the loss of a key employee**. His financial professional showed him how a key employee's disability could also affect revenue, profitability and client relationships.

To help guide the conversation more holistically, the financial professional suggested our complimentary business planning services which include a review of the company's shareholder agreement. The agreement referenced a pay-out for death and disability. The business needed to fund both contingencies.

### Solution

These policies on each of the three executives:

- Term life insurance
- Key Person Replacement disability insurance<sup>3</sup>

The policies assure that funds are available to buy back their stock if a death or total disability occurs.

### Compensation

More than \$2,000 in IDI FYCs<sup>1</sup>



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## Five tips to help you get started

- 1 **Ask for help.** Principal is here for you every step of the way – before, during and after the sale.
- 2 **Buy a DI policy on yourself.** If you don't own coverage, it's hard to talk passionately about the importance of it. Plus, undergoing the underwriting process helps you understand the experience clients will have.
- 3 **Share the promise being made.** Your client is purchasing a promise from Principal that we'll be there when they experience the unexpected. Our claimant satisfaction scores and many testimonials show we stand by that promise. Meet some of our claims professionals at [principal.com/dicares](https://principal.com/dicares).
- 4 **Explore a niche market and make it your own.** Certain markets, such as CPAs, attorneys and engineers, present even many opportunities for IDI sales (and significant referral potential!). Visit [principal.com/identargetmarkets](https://principal.com/identargetmarkets) for free lead opportunities and approach tools.
- 5 **Develop your sales pitch.** You'll find creative (and proven) ways to overcome common sales objections at [principal.com/IDIsalestools](https://principal.com/IDIsalestools).

# Potential prospects

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Let's connect.  
Contact your local representative.



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<sup>1</sup> Assumes a 50% commission rate, 100% persistency, no annual coverage increases, Series 700 compensation.

<sup>2</sup> Based on gender-neutral rates.

<sup>3</sup> Not available in all states. Not approved in California. Visit [www.principal.com/distateapprovals](http://www.principal.com/distateapprovals) to learn more.