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*The life/disability industry has acknowledged his leadership as an author, educator, motivator and leader, and has bestowed upon him the Harold R. Gordon Memorial Award (NAHU), the Will G. Farrell Award (NAIFA Los Angeles), the Lifetime Achievement Award (IDIS) and the Distinguished Service Award (NAIFA CA). His extensive industry involvement includes NAIFA, LIMRA, NAHU and The American College, all on local, state and national levels as well as IDIS.*

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## *Disability Insurance Insights...*

# Selling Desirability

While strolling along a Beverly Hills shopping avenue, my wife and I were attracted to an unusual storefront. Its physical appearance was unique and distinctive. The store sells high-end men's and women's watches. Each display window featured a single watch. The least expensive watch was \$16,400. The most expensive watch was nearly \$300,000 and looked very strange indeed! This is not a jewelry store, it is a watch store, and it only sells one brand with a limited product line.

As a business person, my mind immediately went to the mundane thoughts of: How can they expect success in a high-rent territory such as this, considering the limited affordability of the potential customers? Consumers who want a dependable watch can buy one at a drug store for around \$20, and most people no longer have the need for a watch because their cell phones display the time of day direct via satellite.

*So what can we learn from a highly successful watch company that we can apply to the business of insurance and financial planning?*

Mr. Bernard Fornas, president and CEO of Cartier Jewelers, has an answer. He envisions his firm to be the epitome of desire, which is Cartier's daily concern. There is surely a complex alchemy that gets the company to that point, and management is paid very well to maintain that status. So if Mr. Fornas' theory holds true: It is not just market size, but a desirability factor that makes sales.

*How can the disability insurance industry translate the efforts that have made Cartier so desirable?*

Few purveyors of the product can boast that there is a line to buy disability insurance crowding their office doors. Plus, if there is a line outside your door, you probably need to have the claim forms handy.

Insurance is always desirable at the time of need, so the trick is promoting that desirability. An optimal and dependable disability insurance plan should indeed provide a high element of desirability. Such a plan provides time preservation: If one desires to provide necessities and some luxuries for one's family, it can only be done by having the time to produce and accumulate the funds to buy such things. Only the security of continuous cash flow can enable a person to indulge in this desire.

If the cash flow that provides the affordability is interrupted temporarily, rather than suddenly changing these dreams and intentions, disability insurance can provide a guaranteed cash flow to fall back on. If one's dreams should be permanently interrupted by a long term disablement (or by death), insurance plans contemplated and exercised provide an acceptable ending to an otherwise devastating experience.

The fact is, your client cannot wear a DI policy as a fashion accessory. He will never have his DI policy hanging on his wall like

a cherished piece of artwork. A DI policy is simply the mechanism that provides the replacement cash flow which allows the affordability of such things. *That is how you communicate the desirability of disability insurance!*

**The ability to alleviate the worry of time**

**lost from our lives was never so good as the day disability insurance came about, and today the capacity to do so is at its best.**

The desirability characteristics have been made possible by disability financial planning, which is a long term disability

plan designed with an adequate amount of disability insurance. Such planning is now available on an individual, multi-life or group basis and certainly provides a desirability factor, *one that producers would do well to communicate to their clients!* 🌐