

The M.U.G. Plan

What is the M.U.G. plan?

The M.U.G. plan is a disability insurance (DI) sales concept designed to provide your clients basic protection against the financial burden caused by a disabling injury or illness. Specifically, the M.U.G. plan is designed to cover:

Mortgage
Utilities
Groceries

How can you approach new clients with the M.U.G. plan?

If you currently sell DI and are looking for a fresh approach to reaching clients interested in basic DI protection, the M.U.G. plan is a perfect fit. **Just ask!**

If you traditionally sell only Life or P&C products, use the M.U.G. plan as an opportunity to work DI into the conclusion of your typical sale. Consider this scenario:

An agent has delivered a life or P&C proposal or policy.

At the conclusion of that delivery the agent asks,

"By the way, who takes care of your income protection?"

Client: *"I don't know what you mean."*

Agent: *"If you became sick or hurt and couldn't work, who would pay you?"*

Client: *"I don't have anyone that would pay me."*

Agent: *"I need to show you the M.U.G. plan. The M.U.G. plan is an insurance policy that will provide you income to pay your mortgage, utilities and groceries if you become sick or hurt and are unable to work. All I need to know is what you spend each month for those three expenses."*

Want another tip for effective delivery of the M.U.G. plan?

Deliver your DI proposals in an Illinois Mutual mug! Adding this small touch will make the concept memorable and ordering a quantity is as easy as visiting the Illinois Mutual store at: www.illinoismutualmerchandise.com

How can you approach existing clients with the M.U.G. plan?

Annual reviews are a great door opener for approaching existing clients about DI using the M.U.G. plan. Even if a client does not purchase the M.U.G. plan the first time it is introduced, he or she will be more likely to remember the M.U.G. plan in future annual reviews as opposed to the "I want to remind you about disability insurance" approach.

Are there more advantages to using the M.U.G. plan sales concept?

In addition to all the benefits already highlighted, the M.U.G. plan also helps eliminate client confusion regarding how much insurance coverage is needed. Furthermore, clients often qualify for a higher benefit, so you not only have the opportunity for "up selling" to clients who need more coverage now, but also to quote the GIO rider, which guarantees future purchase options with no medical underwriting.



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