



Be Prepared to Encounter Objections

In her book, *50 Ways to Boost Your LTCi Sales*, industry expert Margie Barrie writes, “When I started selling this product, I compiled a notebook containing common objections and responses. Before an appointment, I’d sit in my car in front of a prospect’s house and review these objections so that when one would arise, I was prepared to answer it appropriately.”

As a long-term care agent, you’re certain to encounter a variety of objections – reasons people think they don’t need this essential coverage. The key is to be prepared to offer a response to anything a prospective client may say.

OBJECTION: What if I don’t need long-term care services?

Response: You may never need long-term care services. But if you do, you should be aware that a long-term care situation can take an emotional, physical and financial toll on your family.

Have you thought about who will care for you? Could that person afford to quit a job or take a leave of absence to become your caregiver?

OBJECTION: I may not live long enough to need it.

Response: No one knows what the future will bring. It’s true you may not live a long life. But if you do, you should be prepared for the consequences it will have on your family, your finances and your lifestyle.

How do you think providing care for you for an extended period of time would impact the emotional, physical and financial wellbeing of your family?

OBJECTION: I’ll pay for my own care.

Response: Paying for care often requires reallocating assets. And that could mean dipping into an IRA or 401(k) account, liquidating stocks or mutual funds or even selling your home.

Even if you have sufficient assets, using them to pay for care will result in the loss of income those assets were generating. And most likely that income will be earmarked for other things.



How will using your assets to pay for long-term care services impact your other financial commitments?

OBJECTION: Medicare pays for long-term care.

Response: Medicare is health insurance. It does pay for limited long-term care services, but only for a short time and only to help you recover from an illness or injury and get back on your feet. Medicare doesn’t pay for custodial care, which is the kind of long-term care services most people need.

Have you considered what you would do if you simply needed help with everyday activities?

OBJECTION: I’ll just go on Medicaid.

Response: That’s always an option, but Medicaid is a program of last resort for people with limited assets. And while Medicaid does pay for long-term care services provided in a nursing home, it pays little or nothing for home care, adult day care or assisted living.

Would you be willing to spend down your assets to meet Medicaid eligibility requirements?