

Improving the Income Protection journey

Over the past few years, Income Protection has rightfully taken centre stage. And year on year, sales continue to grow.

From our perspective, this isn't surprising. When positioned well, it's a difficult concept to argue against. Because, having a safety net to fall back on in the event of illness or injury is an extremely valuable and responsible decision for any client.

But when advice is poorly executed, it can be treated like an 'add-on' to other protection. It can even become clunky, complicated or confusing. In this case, clients might not get the full value from their chosen solution or find the best option for their circumstances.

So, with this in mind, how can you assess your advice to make sure it's as clear, thorough and effective as possible? And, how do you tailor protection to suit the needs of each client?

Here are some reflections I've been having recently.

Make the most of the available resources

First of all, the good news is there's no shortage of help out there these days. Today, advisers can access reliable resources from the [Income Protection Task Force](#). They can even find proactive adviser networks, sharing insights from actively selling protection.

Here at Legal & General, we also offer a wide range of [training and support around product knowledge](#), simplifying the advice process and making Income Protection more accessible to more clients. All these options help advisers raise their clients' understanding around what they've bought and when to make a claim.

Right-sizing for every client

The next challenge is how to right-size advice for each client and maximise the value of their solution, every time. In my experience, the main goal when setting up a policy is to find the sweet spot between three key considerations:

- Amount of cover
- Affordability
- Length of time before a policy pays benefits

Finding this bespoke balance might mean understanding the client's current sick pay arrangements and how long they last. Plus, their willingness to support themselves using savings or other cover, like critical illness.

Depending on what they can afford, there are also increasingly popular low-cost or limited-benefit plans. This might seem attractive – but can delay problems to when the claim stops.

Discussing your client's career ambitions will also help you understand how much they need and how long for. Typically, we believe protection should go up to retirement. But if their pension provisions kick in earlier, cover can reflect this to make it more affordable.

Always improving our advice

Selling protection is a journey of continuous improvement. But by thinking about some of these options, you can improve your advice and deliver bespoke cover that meets clients' changing needs in an affordable way.

As an organisation, we're dedicated to helping advisers with developing their skills and understanding which solutions achieve better client outcomes.

Take a look at [CII and CPD-accredited training to find out more](#). We'll also be supporting IPAW week with a Lunch 'n' Learn webinar series, covering all aspects of Income Protection advice. Keep a look out for more information in the coming weeks.

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