

For UK financial advisers only



Positioning Protection: **Conversation starter guide**



Helping you frame the
need for protection



Knowing how to frame the need for protection with your clients can be challenging, especially if they have different needs. That's why LV= have put together a conversation starter guide, covering topics and questions you can ask your clients to frame the need for protection, so you can have more structured and impactful conversations.

What's in the guide?

- How to start the protection conversation
- Ask your clients about plan B if they can't work
- How to frame the need for protection
- Tips to widen the conversation
- Resources to help you position the conversation

The guide also includes hints and tips as well as proof points from LV's Reaching Resilience report, to help you with your conversations.

To find out more, [download the full guide](#) or contact your [LV= account manager](#) for more help on how to frame the need for protection to your clients.