



We have a moral obligation!

by Maxine Campbell

As Business Managers, we have a moral obligation to strongly encourage our customers to protect their car loans with disability insurance.

With 47% of car repossessions a direct result of a disability, we need to make more than one attempt to close a disability insurance sale. Sometimes it takes three or four attempts.

The question that needs to be asked is, “Is your customer prepared for the unexpected?”

The harsh reality is that recovery from a serious illness is slow. Few of us are prepared for the crippling financial realities we would have to face when the unexpected happens. Some customers may have disability coverage through their employer, but these plans do not cover many of the costs they would incur if they got sick or injured.

Please consider a couple of current, horrid statistics.

- At age 40, the average length of a disability, which lasts over 90 days, is 2.9 years.**
- Over 5 million eligible Ontario residents are not covered under any type of disability plan.**

We have a moral obligation, as Business Managers to strongly encourage our customers to protect their car loans with disability insurance.

Since 1991, Maxine Campbell has become known as a ‘go-to’ source for learning how to increase profit, performance and professionalism in the automotive creditor insurance market and founded the B.O.S.S. Program™ (Business Office Superior Sales Program) in year 2000.

For more information about Maxine Campbell or The B.O.S.S. Program, visit www.thebossprogram.com or call (416) 565-0824.