

the  
benefits trust



101 Sales Questions Every  
Benefits Advisor Needs to Know

# Engaging Questions Lead to Meaningful Conversations

---

Solutions are abundant in the insurance marketplace, but great questions are rare. Winning new business starts with asking the right questions. The goal of this tool is to help you ask great questions, that lead to productive conversations.

This list of questions were compiled directly from submissions of advisors across Canada who graciously shared their experience with us so we could produce this helpful guide for you – the benefits advisor.

We've organized the questions into six categories – each applicable and powerful depending on the particular prospect situation. The questions are presented in random order within each category:

- Qualifying Questions
- Business Philosophy
- Risk Management
- Plan Design
- Price
- Relationship

We're confident that advisors will benefit from this insightful resource. Happy Selling!

---

# TABLE OF CONTENTS

Qualifying Questions	04
Business Philosophy	05
Risk Management	06
Plan Design	07
Price	08
Relationship	09

# QUALIFYING QUESTIONS

*Qualify the opportunity before you invest too much time. Is the prospect willing to engage in a business discussion? Do they have a real need?*

Why do you want to implement an employee benefits program?

Why do you have your current benefits? Did you go through a process to choose the plan you have?

What has changed in your firm, and/or with your staff, that is making you consider benefits at this time?

How did you get started in your business?

In a perfect world, how would you see your business running?

What challenge(s) is your organization facing at this time?

Now that you have told me that you do not have a plan, is there any particular reason you do not have one?

How did you get from there to here?

What would have to happen in your mind for this meeting to be a success?

Could you please tell me about your business and the culture of your organization?

What would you like a group insurance policy to do for you?

When would you like me to show you how to protect your assets?

In dealing with your customers, what are the most challenging issues you have to deal with?

If there is one thing about the investment or insurance industry you could change, what would it be?

If we were meeting together 3 years from today, what has to have happened for you to say this has been the best 3 years of your life?

If there was a way that you could have all your medical and dental expenses paid at 100% using pre-tax dollars, would this be of interest to you?

If you changed nothing right now with your personal financial circumstances, how would that affect your life? Would you be interested in seeing a movie/scenarios of this under various hypothetical circumstances?

# BUSINESS PHILOSOPHY QUESTIONS

*Understanding a prospect's or client's philosophy on business and management can help you identify a solution they can believe in.*

What do your employees value most?

Why do you provide (or want to provide) employee benefits for your employees?

Would you like better control of your benefits plan?

Are you wary of traditional group plans?

Would you base a decision on price or value?

How do you show your employees your appreciation?

What is your "point of joy" with your current benefits provider?

What makes you absolutely sure you have the correct benefits?

Does your current benefit plan reflect the needs and corporate philosophy of you and your employees?

In dealing with your employees, what are the top three most challenging issues?

What are the different groups within your group?

When was the last time you looked at self-insuring your benefits?

If you could do it over again, what would you do differently?

What is the secret to your success?

Are your employees the most important asset of your company?

What is your social contact with your employees?

How do you view employee benefits as it relates to employee hiring and retention, and as part of the overall compensation package? Where are you trying to position yourself?

If you were told that employees would rather have a benefits plan than an increase in pay, would it change your mind about installing a plan?

# RISK MANAGEMENT QUESTIONS

*Risk averse prospects can respond to the threat of loss more than the opportunity to gain. Try these questions to demonstrate how benefits risk can be mitigated.*

Are your employees leaving for other companies that offer health plans?

Would you like better control of your benefits plan?

What is your corporate financial risk tolerance?

Are your assets protected if something happens to you?

There is an alternative to the typical benefits plan which assists in controlling your costs, may I show it to you?

What would you do if you needed thousands of dollars in drugs? How would you pay?

Have you considered specialty carriers for your benefits program?

Would you like to provide benefits for employees without the risk of traditional health plan increases?

Are you aware of the risks of employee benefits and is your plan built to protect you from these risks?

How will you deal with the impact of escalating costs of the new biologic drugs on your benefits plan?

How do you protect your company from employees who abuse your group plan?

Do you have established corporate policies for things like continuation of benefits for specific periods in the event of an employee's disability or death?

Have you ever considered if your benefits plan is structured to protect your organization if one of your key employees became critically ill or suffered a long-term disability?

What significant suggestions has your current provider offered to help your organization sustain your health and dental plan for the long term?

Would you allow me a few minutes of your time to show you how to protect your assets for your family's protection?

# PLAN DESIGN QUESTIONS

*Many prospects and clients don't realize that benefits plans can be designed to meet their specific company and business objectives. Use these questions to start the dialogue about the different options available.*

Do you know the hidden costs of a poorly administered plan?

If you could change one thing about your group insurance, what would that be?

What do you like least about your current plan?

How much do you spend annually in out of pocket medical expenses?

What do you like about your plan?

What is your greatest challenge with your current plan?

When was the last time you looked at self-insuring your benefits?

What do you find appealing about your current plan?

How satisfied are your employees with the current plan design?

Does your plan enable you to spend 100% for dental or acupuncture, or do you have limits?

Are you paying any medical expenses personally?

Is your self-insured Short Term Disability program registered with EI?

What is your "point of pain" with your current benefits provider?

When last did you confirm your benefits are the correct benefits to have at this time?

What one or two benefits in your plan are the most important to you? Why is that?

Are you aware of a benefits plan option that offers complete flexibility and a fixed cost?

Do you as the business owner have 100% of your eligible healthcare claims paid through your group plan?

Is your benefits plan customized for you and your employees' needs, or is it an off-the-shelf product provided by an insurance company?

We can design a solution to keep your most valuable employees for the long term. Would you be interested in learning more?

# PRICE QUESTIONS

*Price is often a factor in decision making. However, many prospects don't understand how benefits plan costs are impacted, and how they can take control. Ask these questions to educate the prospect on how prices are set.*

Have you been given a clear explanation of how your benefits plan is priced?

Are you happy with the money you are paying for your benefits?

What is the current percentage of payroll cost for your current benefit plan?

Have you analyzed your cash flow for your benefits over the last 3 years?

Have you ever been frustrated with the cost of your benefits plan relative to claims your group makes?

Are tax deductions important to you (your business)?

Are you aware of the savings in a well administered plan?

Would a plan with a fixed budget be of interest?

Have you thought about the tax deductibility aspect of your benefits plan?

When was the last time you looked at self-insuring your benefits?

What alternatives has your current provider offered to help keep your benefits plan viable over the next 5 years?

Do you know the annual cost per employee for your current benefits plan?

Have your group plan increases been higher or lower than inflation?

Do you know that you can pay for medical benefits from your company account?

Do you understand inflation under your benefit program and how the fee guide impacts your dental rates?

Are your insurance premiums being artificially inflated by the insurance companies' inflation rate rather than the actual inflation rate of your group?

If there was an option that would carry forward or refund any surplus money back to you that your employees did not use to claim medical or dental expenses, rather than putting it into their General Reserve, would this be of interest to you?



# RELATIONSHIP QUESTIONS

*Some prospects are unaware of what a professional advisor can and should do for them. Explaining what they can expect can help differentiate your services.*

Has your current broker ever done a cash flow analysis for you?

What solution does your current broker provide to you to contain increasing prescription costs?

How recently did you review your plan with your advisor and did you make any changes as a result?

Is this a business relationship or a personal one with your current broker?

If we provide you with a great alternative, would you be in a position to make a change?

When was the last time that you met with your broker, and how often do you typically meet?

Have you reviewed your current plan or do you just automatically renew with your broker every year?

Do you think your current advisor has earned their commission on your plan for the past few years?

Do you feel that your current advisor has kept you up to date with new plans and changes?

Do you and your employees understand the benefits offered?

Has your broker reviewed with you the impact of competitive loss ratios and reserves on your renewal rates?

Has your broker advised you of the commission level built into your rates?

What do you wish your advisor would do that they aren't currently doing?

Are you kept informed about your plan's performance during the year, or are renewals a surprise?

Would you view an independent audit of your benefits plan, which does not cost you anything or disturb your current advisor/carrier relationship in any way, as a valuable resource?

## SUCCESSFUL ADVISORS HAVE ENGAGING AND MEANINGFUL CONVERSATIONS.

Building a new business relationship with a prospect is a great opportunity for both sides. Illustrate your expertise and the value you will bring to the relationship with these 101 Sales Questions.



the  
benefits trust

1453 Pelham St, Fonthill, Ontario, L0S 1E0

Phone: (416) 498-7723  
Toll Free: (800) 487-2993  
Fax: (905) 264-1123

[www.thebenefitstrust.com](http://www.thebenefitstrust.com)

For more great tools visit our  
Advisor Resource Centre and the  
“Learn About” section on our website at

[www.thebenefitstrust.com](http://www.thebenefitstrust.com)