



**Business owners think about the business first
before they consider loss of their personal income.**

Talk business with a business owner about how to guarantee the business continues, even if they have to step back to recover from an unplanned event like an injury or illness.

The priority of a business owner is the successful operation and continuation of the business they built. With that in mind, provide your business prospect with the tools they can't get from anyone else, **Business Overhead Expense Insurance.**

Business Overhead Expense Benefit is much easier to talk about than the impact of personal income loss to a business owner. They are the business; they don't want to even contemplate losing the business or going bankrupt.

Get the facts you need:

1. Establish the fixed and contractual expenses;
2. Understand what plans are in place to cover those debts if the business owner gets injured or sick and can't work

Sole proprietor, or incorporated entity, the people you talk to are the drivers of their business. They focus on building the business, it is your job to help them understand how to guarantee its continuation.

Owners often have “Business Interruption” insurance with their commercial insurance package, that covers unexpected loss due to fire, water damage and other disasters common to the physical premises or equipment they own or rent.

You can offer them “**Business Interruption**” insurance caused by an injury or unexpected illness that prevents THEM from operating the business.

Expenses such as rent, heat, hydro, bank loans; leases for equipment or vehicles, administrative salaries, accounting, bookkeeping or legal fees; contractual obligations that must be met, regardless of whether the owner is working or not.

Show the owner how insurance will pay their monthly expenses. They can hire a replacement or if not, at least keep the business from foreclosure or bankruptcy because financial obligations were not met timely.

Business Overhead Expense gives the business owner “**bridge financing**” while they decide the future. If a sale is required, the owner is looking at 100¢ on the dollar for the value of their business, rather than 10¢ on the dollar in a fire sale or bankruptcy.

No one expects the unexpected. If they did, they would prepare for it.

Business Overhead Expense insurance from EDGE, with a 2-year benefit period can save a business and give the business owner the piece of mind that it can survive an unexpected interruption due to injury or illness.

You can then suggest an income replacement plan to cover them personally.

Start with what defines the business owner – the Business.

Guarantee its continuation and you will have a friend for life!

Good Selling!

