



Client grateful for advisor's persistence

Insurance plan put in place shortly before a cancer diagnosis.

BY DHARMESH GOEL

About eight years ago, I was introduced to a 42-year-old doctor who was interested in learning how to protect his family's financial security. His colleagues had discussed their permanent life insurance policies, but he really didn't understand how the product worked.

He had a wife and kids, and wanted to make sure they would be cared for if anything happened to him, so he set up a meeting with me.

I explained permanent life insurance, as well as other options, to him. After further discussion, I presented the plan: Life insurance, disability insurance and some money going into mutual funds.

But, while he understood the value of the insurance, he was uneasy with the cost of the premiums and refused to commit. He stopped taking my phone calls, but I continued trying to contact him. I thought it was my responsibility to make sure he had this coverage to protect his family.

One day I called his home, and his wife answered the phone. I explained why her husband needed this coverage.

"You have two young kids, and since he's the breadwinner for the family, if something happens to him, your family's financial situation will be very difficult," I told her. After a short discussion, she agreed this coverage was needed. She convinced her husband to move forward. Shortly after, I sat down with the couple and we put the plan in place.

Six months later, I called him to see how things were and ask if he had any questions, something



I do on a regular basis with clients. He told me he had been diagnosed with prostate cancer.

"Thank you very much. You helped me out; otherwise I always would have been thinking, 'Why didn't I do this?'" he told me. "Now at least I know if something happens to me, my family will be taken care of."

Fortunately my client is still doing well seven years after his diagnosis, and because of the policies we put in place, he had peace of mind while he underwent treatment.

I also got quite a bit of business from the same hospital where my client works. He tells all his colleagues, "Work with this guy." He has become one of my best clients. **KT**

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