Here are five conversation starters that can help you make a family-focused sale:

1. I’d like to talk to you about living a long life and how to be prepared in order to protect your family.

2. Long-term care insurance is not protection for you. It’s protection for your family.

3. Long-term care is a family issue. Do you have a plan to protect your family?

4. It’s not a question of who will take care of you. Your family will because they love you. Instead, it’s a question of how your family will take care of you and the impact it could have on them.

5. Long-term care insurance allows your family to keep the promise they made to take care of you by providing the funds to help them do it better and longer.