

Press Release

DIS 2011 “Join the DI Revolution” Road Show Reaches More Than 25,000 Brokers

San Diego, Calif., June 21, 2011: Disability Insurance Services, a leading provider of disability insurance solutions, reports enormous success with its 2011 “Join the DI Revolution” road show. So far, company representatives have met with more than 25,000 producers since the national tour’s kickoff Feb. 5, at the San Diego NAHU Expo. As a result, incoming DI proposals are at an all time high.

“Our goal is to secure paycheck protection for every American,” says Disability Insurance Services President Dan Steenerson. “This year alone, [America’s Disability Counter](#) shows that more than two million Americans have experienced a disabling injury or illness. With numbers like these, NO ONE (except for the ultra wealthy) should go without DI coverage. We’re spreading the word to agents and financial planners so they can spread the word to their clients.”

The tour has taken place in a variety of cities across the country. Producers and financial planners have learned how to find paycheck protection for every client regardless of self-employment, preexisting conditions, or high income; how to build need before building the sale; and how to overcome price objections. At several stops, attendees received continuing education credits.

“The road show has been a great way to raise awareness about a very serious issue that unfortunately impacts many Americans,” says Steenerson. “We just wrapped up our Million Dollar Round Table in Atlanta, Ga. and we’re looking forward to our next two big stops – NAHU San Antonio, Texas, on June 26 at the Annual Convention and Exhibition, and NAIFA National, Washington DC, on Sept 10 at the Annual Convention and Exhibition.



Disability Insurance Services helps insurance agents develop DI expertise and selling proficiency through a highly developed end-to-end suite of services and products. Some of the company's innovations include its proprietary Analyzer (a side-by-side quote comparison tool), a free online quote engine brokers can place on their websites, and computer automated marketing strategies. In addition, the company's website (diservices.com) offers dozens of how-to selling articles, product information, and consumer handouts. Brokers can also gain knowledge at the free Wednesday webinars – offered weekly at 11 a.m. PST.

If you're an insurance producer or financial planner who would like to learn more about the DI road show, visit Disability Insurance Services for a full list of scheduled dates, or request more information by emailing info@diservices.com. If you'd like DIS to participate at your event as a keynote speaker, trainer, or exhibitor, contact Ben Coleman at 800-898-9641 or at bcoleman@diservices.com.

About Disability Insurance Services Inc.

Founded in 1997, Disability Insurance Services markets a suite of disability insurance products through a nationwide network of brokers and affiliates. These products protect Americans' paychecks by providing income when an insured is disabled due to illness or injury. The company, headquartered in San Diego, Calif., is known for its expertise, end-to-end broker support, and innovative practices. For more information, visit www.diservices.com or call 800-898-9641.

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