



Steps for success when installing a VIP platform

The following pages outline what is required to launch a successful Voluntary Insurance Program inside employer groups, associations, and affinity accounts. Please follow the guidelines that our presented. Effective November 1, 2007 miQuotes now requires the attached check list be completed by the agent and submitted to the processing center.



miQuotes steps for success when installing a VIP platform

The mere creation of a VIP web site does not and will not insure success with the program. In fact, the program will fail if not presented properly and promoted continuously. Without proper promotion nobody will know where to go for insurance. Below, are the critical steps required to gain as much participation in the program as possible.

Step 1 - Market the miQuotes System

Always use your branded miQuotesHR Advantage web site when presenting to HR directors. It is important that you review the entire presentation with the HR Director that is imbedded on the front page of the site. Do not overlook anything listed in the presentation and fully explain each topic that is outlined. Items such as the ones listed below will attract HR and member benefit directors quickly.

- No Payroll Deductions
- No List Bills
- No on-site enrollments
- No minimum group size
- 24/7 shopping
- Available to full AND part time employees
- Multi – product & Multi company quoting engine
- Nationwide call center

If you do not demonstrate your branded HR site properly, confusion will occur and your chances for success will be limited.

Step 2 – Know that you are doing the HR Director a favor by installing our system

The miQuotes VIP system is essentially what HR Directors have been wanting for years. It offers a turn key system for employees to shop for insurance plans that are not currently offered by their employer. Our system is most attractive due to the absence of the administration issues normally associated with traditional worksite offerings. This is the power that you need to leverage.

Step 3 - Use your POWER!

No HR director wants a program to fail especially ones that they love such as the miQuotesVIP program. Let them know that there are requirements to have the VIP program installed in their company. Without their embracement of these requirements, you should not install the VIP program.

Step 4 – Review the Requirements

Have the HR Director sign the “Client VIP” agreement. This can be downloaded from your landing page from the documents tab. Read it with them in order that they fully understand what is required. Most of the language pertains to the intellectual property associated with the site. Section 2 will pertain to them and outline their promotional requirements.

Have the organization create “VIP” icons for placement on their own web site.

1. If it is a “Company” site – an icon needs to be created close to where the employees go to for their normal benefit information. The icon should be labeled “Voluntary Insurance Program” and linked to the VIP site.
2. If it is a “Financial Institution” – an insurance icon should be placed near the “on line banking” log in button if possible. Web site banner space will be perfect for this type of campaign.
3. If it is an “Association” –an “insurance” icon should be placed on the front page of their home page labeled “Insurance”

miQuotes steps for success when installing a VIP platform cont.

Requirements continued: Enroll the Director in HR Education

miQuotes has gone to great expense to help educate HR and Member Benefit directors on their VIP system. We have created, www.miQuotesUniversity.com designed specifically to reinforce the advantages of their system. You may register the director through the miQuotes University tab on your landing page. Simply select the date that you want to enroll the director in and miQuotes will take it over from their. One day prior to the class, the director will receive an email with a web link and conference call dial in number. This 30 minute session is one of the most important processes that will help maintain the “buy in” of our system with the HR director and maximize the participation.

Enroll the HR Director in the “Product of the Month” campaign and leverage the data base of directors

Without proper promotion of the VIP program, it will struggle to get the results that the agents or directors want. It is important to provide miQuotes the directors name and email address. This will allow miQuotes to send the “Product of the Month” promotion either in an HTML or PDF document. This document will highlight specific products on their platform. The directors will forward the HTML document on to their employees or members for consideration. Within each document, their customized VIP website link will be embedded. After the employee or member reviews the document, they may click on the web link and get quotes instantly.

Become part of the Company

If the company sends a monthly or quarterly newsletter either in paper or electronic format you need to be part of the program. Simply ask the HR Director how much space they can provide you and miQuotes will send a product of the month “newsletter copy” for their bulletins.

If you have access to employee meetings, ask to attend them each time to pass out flyers about the program. This is not required, but will help with solidifying your relationship with the company,

Finish the Race

Complete and fax in the miQuotes VIP Client Check List. This is required to insure that each client is aware of the VIP process.

Please fax the documents to: 913-681-2288 or email to pmcevoy@miquotes.com .



**miQuotes VIP Client Check List
(required)**

Agent: _____ VIP Web Site Address _____

Name of Organization: _____ Date _____

Name of Contact Person _____ Email address _____
Please Print

Address _____ City _____ State _____ ZIP _____

Client has agreed to support their VIP Program as follows:

- HR Education Class sponsored by miQuotes University

Date enrolled : _____

Time of Class _____

- Product of the Month Campaigns

Prefer HTML notices via email

Prefer PDF notices

Prefer both

Date of first product of the month to be distributed (1st of) _____

- The client would like a special first time "product of the month" bulletin to be sent on

_____.
00/00/0000

- Hyperlinks will be created on the corporate home page linked to the VIP program site.

- Newsletter promotions located the organizations

Paper newsletters

Electronic news bulletins

- On site awareness campaigns will be provided by the agent of record

Signature of Agent _____ Date _____

Please fax this form to miQuotes.com at 913-681-2288 or email to pmcevoy@miquotes.com