Course Outline

Life Cycle of a Group Benefits Plan

Lesson 1: Prospecting a Group Benefits Plan

I. Group Benefits Account
II. Life Cycle Stages
III. Prospecting Defined
IV. Prospecting for New Clients
V. Significance of Marketing to the Prospecting Phase
VI. Reasons for Marketing
VII. Approaches to Marketing
VIII. Frequency of Marketing a Group Benefits Plan
IX. Key Steps in Marketing a Group Benefits Plan
X. Request for Proposal (RFP)
XI. Purpose of the Cover Letter
XII. Letter of Appointment

Total pages in this lesson: 12 pages

Lesson 2: Quoting/Proposing and Selling a Group Benefits Plan

I. Quoting/Proposing and Selling Defined
II. Role of Insurers in Quoting/Proposing
III. Factors That Influence Whether to Propose/Quote
IV. Reasons for Not Quoting
V. Importance of Experience Information
VI. Typical Components of an Insurer's Proposal
VII. Additional Information Included in an Insurer's Proposal for Small Groups
VIII. Additional Information Included in an Insurer's Proposal for Midsized and Large Groups
IX. Preparation of an Insurer's Proposal for a Small Group Compared to a Large Group
X. Criteria Typically Used By Plan Sponsor to Analyze an Insurer's Proposal
XI. Analyzing the Service Factor in an Insurer's Proposal
XII. Quantitative Analysis of an Insurer's Proposal
XIII. Role of Finalist Presentation in Selling
XIV. Key Areas Addressed in a Finalist Presentation
XV. Questions Commonly Asked in a Finalist Presentation
XVI. Factors That Influence a Prospective Client's (Plan Sponsor’s) Choice of Insurer

Total pages in this lesson: 16 pages

Lesson 3: Implementing and Servicing a Group Benefits Plan

I. Implementation Defined
II. Steps in the Implementation Stage
III. Develop Master Application
IV. Communicate the Plan and Enroll Employees
V. Prepare and Issue Group Documents
VI. Install and Administer
VII. Establish Ongoing Service Relationships
VIII. Servicing Defined
IX. Responsibilities Involved in Servicing
X. Titles Involved in Servicing
XI. Key Contacts in Group Benefits Services Arrangement
XII. Account Executive
XIII. Group Service Representative

Total pages in this lesson: 13 pages

**Lesson 4: Amending/Renewing to Terminating a Group Benefits Plan**

I. Amending Defined
II. Lead Time Prior to the Effective Date of an Amendment
III. Notice of Amendments
IV. Amendment Request
V. Steps for Implementing an Amendment
VI. Renewing Defined
VII. Lead Time for Proposed Renewal Terms
VIII. Renewal Documentation
IX. Plan Termination Defined
X. Plan Termination by an Insurer
XI. Handling Plan Termination
XII. Change of Insurer

Total pages in this lesson: 12 pages

**Lesson 5: Ethical Decision Making**

I. Business Ethics Defined
II. Characteristics of Ethical Problems
III. Questions to Address Ethical Situations
IV. Business Ethics Resources
V. Human Rights Legislation
VI. Privacy Legislation
VII. Canadian Life and Health Insurance Association (CLHIA)
VIII. CLHIA Consumer Code of Ethics
IX. Ethical Issues for a Plan Sponsor
X. Ethical Issues for a Plan Member
XI. Ethical Issues for an Agent or Broker/Consultant
XII. Ethical Issues for an Account Executive
XIII. Ethical Issues for a Group Service Representative
Total pages in this lesson: 13 pages