

# 10 great reasons to sell SunAdvantage Group Benefits

## 1 Group referrals

Group insurance clients require regular service, providing you with increased opportunities to meet and ask for referrals.

## 2 Employee referrals

There could be opportunities to get in front of the company's employees to develop additional business.

## 3 Compensation

SunAdvantage offers attractive commission arrangements and incentive programs. Commission income from group insurance can help act as inflation protection for your own business expenses (increased premium from dental fee guide increase, salary increases, etc.), which could generate new premium and increased compensation. You can build your own personal annuity through group renewals.

## 4 Sticky relationships

Talk to your clients today about group insurance before somebody else does. The more types of insurance you are providing for them, the harder you become to replace.

## 5 Market potential

The small business market in Canada is a large one – with more than 400,000 businesses having between 5 and 49 employees<sup>1</sup>.

More importantly for advisors, only 40 per cent of these small businesses currently offer a group benefits plan. While the numbers vary significantly by region – with 19 per cent of Quebec business offering a plan versus 48 per cent in the Atlantic provinces – there is no region of the country where a majority of small businesses have a group benefits plan<sup>2</sup>.

Nationally, this means that more than 6 in 10 Canadian small businesses are potential new group benefits clients, and many are already considering offering their employees benefits in the near future.

Source: <sup>1</sup> Canadian Federation of Independent Business 2013.  
<sup>2</sup> LIMRA

## 6 Portfolio diversification

The marketing of SunAdvantage gives you a competitive edge by exposing you to different markets and opportunities while allowing you to diversify your client portfolio.

## 7 Daytime activity

Meet with business owners at their place of business (or yours) during normal business hours.

## 8 Entry to the business market

Get exposed to different and varied business insurance situations and needs, including key person insurance and buy-sell agreements.

## 9 Door opener

Group focuses on the needs of the corporation rather than the individual. It gives the prospective group policyholder, and through them their employees, an opportunity to get to know you, and may be the glue that cements your business relationship.

You have an ability to educate, explaining that there are products and services designed specifically for the small business market. You could also highlight the potentially larger impact that the loss of an employee for health reasons could have on their organization, more so than a larger organization with back up resources.

You can play a big role by reassuring the decision maker that issues such as plan member education and ongoing administration are dealt with.

## 10 We are here to help!

Your Sun Life Financial SunAdvantage team can help you with sales and service support throughout the group sales process. These services include assistance with the following:

- Data collection and plan design for quotations
- Sales presentations
- Group enrolment
- Case installation
- Administration for clients

## Life's brighter under the sun

Group Benefits are offered by Sun Life Assurance Company of Canada, a member of the Sun Life Financial group of companies.

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