

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