



March 2011

Sales and Marketing Ideas to Advance Your Allied Business

A publication of Allied National, Inc.

QUICK READ

➤ **The RIGHT Benefits. The RIGHT Price.**

Find out how Allied's new mantra mirrors our 40 years of success.

➤ **CoreValue First Case Bonus.**

Earn a cash bonus on your first CoreValue case!

➤ **Short Term Medical PLUS rates.**

Rates for the second and third quarter of 2011 are now available.

➤ **Did you know: Proposal Rating.**

Complete Allied proposal always gives you several plan options to present to your clients

➤ **The RIGHT Benefits. The RIGHT Price.**

Last year we launched our new tagline that has always been our 'mantra' for success in the small group market for over 40 years. So, what does it all mean?

In today's complex world of increasing health costs and myriad of plan choices, it is no longer about competing for the richest benefits at the lowest price. Agents need to work very hard with their groups to 'think outside the box' on plan alternatives that provide necessary coverage, as opposed to over-insurance and low deductibles of the past. For years, Allied's products have been described as the 'thinking man's portfolio' because we consistently offer innovative plans built with flexibility and options that equate to the RIGHT benefit. And, it's a well-established fact that most Americans are over-insured for their medical coverage today, so they need your help in making the RIGHT benefit choices.

In addition, Allied's unique approach to 'financially' underwriting your cases gives you the RIGHT price initially with more reliable renewals. This means your new business is going to stay with the same carrier year after year – something that is important to all agents. We never 'buy' business with the plan to 'jack-up' rates at renewal time. The lowest cost carrier in your market probably changes every year. Why not offer your clients stability, rather than chasing the lowest price and changing carriers every year?



The RIGHT Benefits. The RIGHT Price.

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Need more information on a topic you read?

Contact Allied Sales Support:

(888) 767-7133

sales@alliednational.com

Small Group Products

- Cost Saver
- CoreValue Health Plan
- HSA Qualified Plans
- Dental Design
- Term Life with AD&D
- Short Term Disability
- Long Term Disability

Individual Product

- Allied™ Short Term Medical PLUS

Yes!

Please send me information about:

- Group Health Short Term Medical PLUS
- Group Dental CoreValue Health Plan
- Group Life & Disability

Allied Agent Number _____

Name _____

Agency _____

Address _____

City, ST, ZIP _____

Phone () _____

E-mail Address _____

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> CoreValue First Case Bonus

We've brought back the popular first case bonus for Allied's new CoreValue Health Plan. You can earn up to a \$1,000 bonus on your first CoreValue case!

For a limited time, earn an extra cash bonus for selling YOUR plan! CoreValue first case bonus amounts are as follows:

- 2 to 9 Insured Employees - \$250*
- 10 to 24 Insured Employees - \$500*
- 25 to 49 Insured Employees - \$1,000*

For more information about CoreValue or the bonus opportunity, please visit www.alliednational.com/corevalue.htm.

Allied CoreValue is available for sale in CA, GA, IL, IN, IA, KS, MO, NE, NV, OH, OK, TN, TX.

** Bonus available for new business effective 2/1/2011 through 6/1/2011. All cases must cover both HDHP and Supplemental Benefits. There is only one bonus per agent. GAs are not eligible for bonus. All bonuses paid at sole discretion of Allied National.*

> Short Term Medical PLUS Rates

New Short Term Medical PLUS rates for the second and third quarter of 2011 are now available. You can download updated applications and brochures online at www.alliednational.com/short_term.htm.

Don't forget, the easiest way to get your clients enrolled in Short Term Medical PLUS is online through your personalized affiliate sales Web page.

Enrolling online offers your clients more benefit options and they can choose an effective date as early as the next day. Quoting and selling online will give your clients higher deductible options not available on the paper application. Online you can quote the \$5,000, \$7,500 and \$10,000 deductible options.

You can view an example of an affiliate Web page at tempmedsales.alliednational.com/?affiliate=4.

If you would like to set up a personalized affiliate Web page, or if you have questions about Short Term Medical PLUS, please contact Allied Sales Support at (888) 767-7133 or e-mail sales@alliednational.com.

> Did you know: Proposal Rating

Did you know that a complete Allied proposal always gives you several plan options to present to your clients?

For group medical quotes you'll see:

- All the office visit options available for the quoted deductible
- All the Rx options available for the quoted deductible
- Deductible, coinsurance and out-of-pocket options
- All the PPO networks available for your clients' area

For group dental quotes you'll see:

- Rates for each plan deductible
- Rates for each Calendar Year benefit

For more information on our quoting software, please contact Allied Sales Support at (888) 767-7133 or e-mail sales@alliednational.com.



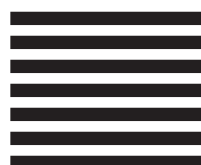
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