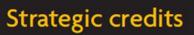


Benefit additions for 2013

Program improvements

- STRATEGIC partner program
- Dedicated toll-free support line enhancements
 - Superior customer service Interactions are managed by a large team of experienced customer care specialists
 - **Identification and prioritization –** Calls are identified and flagged for priority handling
 - **Directory service** Quick access to dedicated contacts for escalations with the new directory option
- **Delivery receipts** If a delivery receipt is the only delivery requirement on a new business policy, we settle the policy and advance the commission when the policy document is mailed
- **Trustworthy Selling**[®] A comprehensive sales effectiveness program designed to help grow their business

The 'credit' system Earning membership in the program



1.5 Credits (Earned per \$ of FYC sold)

- Sun Long Term Care Insurance
- Sun Critical Illness Insurance
- Personal Health Insurance
- Health Coverage Choice

1 Credit (Earned per \$ of FYC sold)

- SunTerm
- Sun Par Protector
- Sun Par Accumulator
- Sun Lifetime Alternative

Regular credits

STRATEGIC

1 Credit (Earned per \$ of FYC sold)

Sun Universal Life

+

Sun Limited Pay Life

Total credits

Benefits and qualification criteria

Partner members



40,000 Total Credits

0 Strategic Credits



Benefits

• Priority application processing

- Access to Directors of Advanced Planning
- Dedicated service team
- Web access for tele-interviewing
- Waived inspection reports
- Order your own APS
- Fax new business applications

Benefits and qualification criteria

Select members





Benefits

50,000 Total Credits

15,000 Strategic Credits

- All Partner benefits
- Practice Development Summit
- Marketing Associate support program
- APS incentive benefit (with guidelines)
- Business development allowance (\$500)
- Covenant Group reimbursement (\$1,000)
- Express Yourself
- Executive Underwriting Account

Benefits and qualification criteria

Premier members





60,000 Total Credits

30,000 Strategic Credits

- All Select benefits
- APS incentive (more cases qualify)
- Business development allowance (\$3,500*)
- Covenant Group reimbursement (\$1,500*)

Benefits

* Amount includes the Select level amount for the same benefit

Additional rewards Hall of Famers and Consistent Qualifiers

Hall of Fame members

- Automatically receive **SELECT** membership
- Need half the requirements to reach **PREMIER**

Consistent qualifying members

- \$1,500 business development allowance
- 3 consecutive calendar years of membership at Select or Premier level

STRATEGIC







Eastern regionMay 27 - 29Hotel Quintessence, Mont-Tremblant, QC

Central region – MGAs		
May 29 - 31	Hotel Quintessence, Mont-Tremblant, QC	

Western region

June 3 - 5 Four Seasons Resort Whistler, Whistler, BC

Central region – National Accounts

June 12 - 14 Hotel Quintessence, Mont-Tremblant, QC

Marketing Associate Forums

Dates and locations in 2013



Eastern region

June 5 - 6 Château Frontenac, Quebec City, QC

Central region

June 10 - 11 Château Frontenac, Quebec City, QC

Western region

June 20 - 21 The Westin Resort and Spa, Whistler, BC

