

# INCREASE PRODUCTION. DECREASE ACQUISITION COSTS.

SalesLink's professionals serve as a remote sales force allowing your organization to:

- Connect with up to 10 times more agents than traditional field representatives can contact in a single day
- Reduce new customer acquisition costs by as much as 20%
- Increase closing ratios by 50%
- Increase incremental revenue by a minimum of 10% through effective cross-selling to existing clients

## Increase Productivity and Decrease Costs

### OUTSIDE FIELD FORCE

- Regional Territory
- Average 7 Contacts per Day per Rep
- Average Cost per Member is \$75



### IN-HOUSE LICENSED SALES CONSULTANTS

- National Territory
- Average 70 Contacts per Day per Rep
- Average Cost per Member is \$45



1.5 Field Representative/  
In-house Licensed Sales  
Consultants

Increase Sales Activity  
Increase Customer Contacts  
Average Cost per Member  
is \$45

## MAXIMIZING OPPORTUNITY IN A NEW ERA

Mandated reduced administrative costs are pricing legacy distribution channels out of the market. To survive, your organization will need to capitalize on its existing relationships with agents and customers, tap new markets, and serve the increasing number of consumers entering the health insurance market. HealthPlan Services' SalesLink offers your organization immediate solutions to

these complex challenges, as well as innovative opportunities to grow sales volume and increase revenue. We deliver the technology solutions and the experienced sales and distribution resources your organization needs to increase market share and reduce costs. With SalesLink, your organization will be able to evolve and thrive in this new environment.

## MEET YOUR NEW SALES FORCE

Backed by the industry's most experienced and efficient sales and marketing support system, SalesLink includes a full continuum of national sales and distribution services including:

- Dedicated teams of licensed, inside insurance sales professionals who interface with field reps, agents, and end-user customers
- Multi-product/multi-carrier quote aggregation platform making every call more cost effective for both the agent and our clients
- Build-out and support of fully-enabled e-portals to facilitate direct-to-consumer online sales and agent distribution with in-demand self-service functionality
- Access to a nationwide network of independent insurance agents through HealthPlan Services' insurance agency, Benefits Hub

## THE AGILITY YOU NEED TO ADAPT QUICKLY

By utilizing our established infrastructure, including our integrated CRM system, the SalesLink team can quickly respond to market shifts to capitalize on opportunities and overcome challenges.

This capability is especially important when introducing new products and executing marketing initiatives. SalesLink also allows you to track and document every call, every quote, and every case.

For more information on HealthPlan Services' SalesLink, contact a HealthPlan Services Links<sup>SM</sup> representative at 877.300.9488 or [Links@healthplan.com](mailto:Links@healthplan.com).