



MARKETING ADVISORS & TERRITORIES

Chambers of Commerce Group Insurance Plan is a unique product in the insurance marketplace. It is a premier and exclusive affinity program that allows local Chambers to add significant value to their memberships by offering member firms access to comprehensive and competitive group insurance products for their employees.

Chambers Plan also has many unique features not found elsewhere in the marketplace that make the product very valuable to small business owners. One of the unique features of the program is the **exclusive “Marketing Advisor” distribution system**. Chambers Plan is an insurance product therefore it must be sold by qualified and licensed representatives. Unlike other insurance companies in the marketplace Chambers Plan uses a network of exclusive marketing Advisors and pre-defined territories to distribute its product.

Rather than contracting multiple Advisors in a given area (as most insurers do) Chambers Plan will find a suitable and qualified representative and **provide them with a marketing territory in which they have the exclusive right to market the program**. No other Advisor can market the plan in that area. This method of distribution has proven to be very effective, as Chambers Plan has grown to be the largest small business group insurance plan in the country.

Additionally, unlike competing programs, and by virtue of the Marketing Advisor Contract, **Chambers Plan Advisors are accountable to the Regional Marketing Director for production, service, and marketing activity**. In order to retain their exclusive marketing territory advisors must fulfill requirements set out by the Regional Marketing Director and their Marketing Advisor Contract. This unique distribution system allows Chambers Plan to find, train, and retain high quality, competent Advisors who have a vested interest in growing the plan.

From time to time the question is raised as to why another Advisor in a community can't become the designated representative or why several communities must be clustered into a marketing territory as opposed to each community having their own Advisor.

In a perfect world it would be ideal to have one Advisor servicing every chamber; however, reality and practicality do not make this feasible. With the large number of chambers in each province **our exclusive territory marketing system does not make it possible to have a licensed and trained marketing advisor assigned to each one**. Many smaller communities do not have any licensed advisors at all, and other communities have individuals that are licensed for insurance but their practise is primarily investment based often making them unsuitable to market Chambers Plan.

Every effort is made to ensure that each community receives the level of service and support they are entitled to from their marketing Advisor. Any concerns, questions, or requests about available marketing territory should be directed to:

1.866.421.1110

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www.chamberplan.ca

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