Proposals

Affirmation #9 Make Use of my resources - a resource yields its power to you the more you utilize it!

OVERVIEW

For some sales cycles, proposals are a key part of the B2B process. In general, there are two types of proposals we can offer potential LegalShield groups: GENERIC and FORMAL. In either case, a proposal should only be provided under the following conditions:

- You are B2B-certified.
- You have called Client Services/Resources at 800-876-0030 and verified the group is not an existing group.
- You have checked the DO NOT CALL list and verified the group has not been listed with Client Services at 800.876.0030.

Consider the context in which you are delivering a proposal when you decide whether to use one. When preparing your proposal, keep in mind these Do's and Don'ts:

- Use a proposal only when you have an established relationship with your customer.
- Do NOT use the proposal as a door opener or prospecting tool.
- Make sure you have a good grasp of the customer's needs.
- Do NOT use in place of marketing materials such as product fact sheets or the Portfolio of Services/At a Glance document found on the Express Download Site
- Wait until the customer asks for a proposal. Most of the time, you should be able to close business without the long-form proposal.
- Do NOT forget to check with Group Services to make sure that the group isn't already being serviced by another Associate.
- Only submit ONE proposal per customer over the course of six months.

GENERIC PROPOSALS GUIDELINES AND POLICIES

A GENERIC proposal is for sales situations in which the customer requests a proposal either verbally or by email. It should only be used AFTER the associate has already checked to make sure it is not an existing group and has met with the customer and provided other marketing materials. (Don't forget: you MUST be B2B qualified to present a proposal to a group.)

The generic proposal consists of a proposal template with a cover and standard pages describing the plans, the need for the plans, plan pricing, an enrollment/administration FAQ, MemberPerks and a company profile. This is basic company and plan information and goes through periodic reviews/updates over the course of the year.

Generic proposals can be obtained in two ways:

1) Going to the Self-Serve website, downloading the correct template and customizing the cover.
    - As of 6/1/16, this option is ONLY available for SMALL groups with NO broker involvement. For all other proposal requests, submit a Request for Proposal form to Proposals@Legalshield.com.

2) Submitting a Request for Proposal form to Proposals@Legalshield.com.
    - As of 6/1/16, this option should be used for ALL LARGE groups and ALL BROKER groups, regardless of size. This form should also be used for ALL FRINGE requests when you want special pricing, regardless of size. (If a customer wants to pay fringe with regular small group pricing, you can use the Self-Serve website.)

To use the Self-Serve website:

1. Go to: http://connect.legalshield.com/self-serve-proposals
2. Find template you need based on the customer's plan requirements and the states covered. There are five choices:
    - **Legal Plan USA – LEGAL ONLY** for use with groups with employees in all states except FL/MA/NV/NY.
    - **Standard Legal Plan FL/MA/NV/NY – LEGAL ONLY** for use with groups with employees in FL/MA/NV/NY.
    - **IDShield USA – IDSHIELD ONLY** for use with groups with employees in any states.
    - **Legal Plan + IDShield USA – COMBO PLANS** for use with groups with employees in all states except FL/MA/NV/NY.
    - **Standard Legal Plan FL/MA/NV/NY + IDShield (USA)** – COMBO PLANS for use with groups with employees in in FL/MA/NV/NY.
    - **All Legal Plans + IDShield USA** – COMBO PLANS for use with groups with employees in multiple states. (Includes both legal plans.) Reminder: Not all legal plans are available in all states.
3. Download and save the template to your desktop.
4. Open the file and customize the cover page with group and contact information.
5. Save the file under a different name to your desktop. (Use the name of the group in the file name for easy reference.)
6. Close the file.
7. Find the file on your desktop and click on it to open it again and review the cover page to ensure the customized information was saved.
8. Email the template to your customer contact, or print it, bind it and deliver it.

To use the RFP form:

- NOTE: Service level for Generic Proposal requests is five business days. They are frequently turned around more quickly than that. However, do NOT over-promise your prospect a "same day" or "next day" proposal because proposal request volume fluctuates and it will put you in an awkward position with your prospect if you can't deliver. If you contact Proposals for additional changes or modifications during that five working days, it may add time to the delivery date of the proposal.

1. Go to the Request for Proposal (RFP) Form on the Self-Serve website, on the Express Download Site or in the Back Office forms for B2B.
2. Download the RFP Form to your desktop.
3. Fill out the RFP Form on your computer. It's a fillable PDF. Make sure you include Broker information if a broker is involved. Fill out ALL fields to ensure quicker turnaround.
4. Save the RFP Form under a different name to your desktop. (Use the name of the group in the file name for easy reference.)
5. Close the RFP Form.
6. Find the RFP Form on your desktop and click on it to open it again and review it to ensure the customized information was saved.
7. Email the completed RFP Form to proposals@legalshield.com.

- NOTE: Using the fillable-PDF ensures a more easily read form and faster response from the

Proposal Team. Faxes are discouraged as they are difficult to read and slow down processing.
- NOTE: The Director of Bids & Proposals reserves the right to accept or decline any Generic Proposal request.

FORMAL REQUESTS FOR PROPOSALS (RFPs)
A FORMAL proposal is used when a customer has issued a competitive bid request with formal bid requirements that may include scope of work/services, forms, sample contracts, affidavits, Q&As, plan comparison worksheets, request for references, and other special instructions with a firm due date and submission requirements.

These formal RFPs are a vital part of LegalShield's business and require good communication and complete cooperation by all parties, which is extremely critical for success. LegalShield's goal is to maximize the opportunity and to minimize conflict throughout the formal RFP process. For these reasons, LegalShield has established very stringent guidelines to meet the very time-sensitive deadline and content requirements set forth in a customer's formal RFP. LegalShield reserves the right reject any Formal RFP request.

A Formal RFP should ONLY be submitted to Proposals@Legalshield.com if the Associate has a relationship with the group. (Don't forget: you MUST be B2B qualified to present to a group.) Formal RFPs found on the Internet have little chance of being won with no relationship with the group. (Ideally, LegalShield Associates should be building relationships face-to-face and not seeking out blind opportunities on the Internet.)

- All Formal Requests for Proposals will be submitted on behalf of LegalShield as a corporate entity.
- As a rule, LegalShield will not list the name of any Independent Associate in the response. However, LegalShield reserves the right to include the name and credentials of an Independent Associate if it merits inclusion for strategic purposes. Including an Associate's name in the response does not ensure that the Associate will in fact own the account.
- Upon submission of the Formal RFP to corporate, all Associates must CEASE communications with the customer. Most Formal RFP processes require complete silence during the procurement process and any attempt to reach customer contracts during that time period could jeopardize the opportunity for LegalShield to bid. Associates should forward any additional communications from the customer to proposals@legalshield.com.
- In cases where multiple associates have submitted the same Formal RFP, associates will receive an email acknowledging the receipt of the submission. They will also be informed in what order their request was submitted. (e.g. "You are the second associate to submit this request.")
- Once LegalShield has been awarded the RFP, LegalShield will select the Associate to service the account.
- The Director of Bids & Proposals reserves the right to accept or decline any Generic Proposal request.

To submit a Formal RFP:
- NOTE: It is CRITICAL to submit a Formal RFP to Proposals@legalshield.com IMMEDIATELY upon receipt. Formal RFPs require a substantial amount of resources to submit on time.
- NOTE: Service level for Formal Proposal requests is <u>a minimum</u> of 10 business days. NOTE: Check the RFP Due Date to ensure 10 working days are available to develop a response.
- Go to the Request for Proposal (RFP) Form on the Self-Serve website, on the Express Download Site or in the Back Office forms for B2B.
- Download the RFP Form to your desktop.
- Fill out the RFP Form on your computer. It's a fillable PDF. Make sure you include Broker

information if a broker is involved. Fill out ALL fields to ensure quicker turnaround.

- Save the RFP Form under a different name to your desktop. (Use the name of the group in the file name for easy reference.)
- Close the RFP Form.
- Find the RFP Form on your desktop and click on it to open it again and review it to ensure the customized information was saved.
- Email the completed RFP Form to proposals@legalshield.com.
- NOTE: Using the fillable-PDF ensures a more easily read form and faster response from the Proposal Team. Faxes are discouraged as they are difficult to read and slow down processing.
- NOTE: Include ALL Formal RFP documentation, links to the customer's procurement website, if applicable, and any other relevant information related to the request. Faxed submissions are unacceptable.
- The Associate will be notified when the proposal is submitted; the Associate will not receive a copy of the submitted proposal.
- NOTE: The Director of Bids & Proposals reserves the right to accept or decline any Generic Proposal request.

Email questions on this process to proposals@legalshield.com or call Client Services/Resources at 800-876-0030.