

Group & Individual Marketing News Bulletin



South Carolina

BlueCross BlueShield of South Carolina
is an independent licensee of the
Blue Cross and Blue Shield Association



ARCHIVES

You may access marketing bulletins from 2008 to present in the "I Am An Agent" portion of our Web site, www.SouthCarolinaBlues.com.

NEW ADDRESS?

If your contact information changes, including e-mail address or fax number, please e-mail us your updated information to grpandindv@bcssc.com.

ORDER SUPPLIES

To order BlueCross supplies on COIN, visit our Web site at www.SouthCarolinaBlues.com, and select *Agents*. Then, select "Order Your Supplies" under *Forms*.

QUESTIONS?

Contact your marketing representative at 1-800-288-2227 ext. 42328 if you have questions.

July 27, 2009

Vol. VIII, No. 20

New Individual Sales Contest

Sell Big. Win Big.

We are introducing an exciting new way to earn when you sell individual products! Agents can earn a cash bonus plus a gift card to one of the following retailers: Regal Cinemas, CVS, Publix, Lowes or Walmart. Eligible products include all Personal BlueSM and Medicare Supplement plans. Effective dates for the new sales must be between August 1, 2009, and December 15, 2009, provided the first month's premium is received.

For more detailed contest information, please refer to the attached flyer.

If you have any questions, please contact your marketing representative.



Individual Products Sales Rewards

Effective August 1 to December 15, 2009

Personal Blue Plans & Medicare Supplement Plans

Sell Big – Win Big during our 2009 Individual sales contest!

SELL Contracts Sold (tier)	WIN	
	Bonus	Also Receive
5	\$500	\$25 Starbucks gift card
10	\$625	\$50 Regal Cinemas gift card
15	\$750	\$75 CVS Drugs gift card
20	\$875	\$100 Publix gift card
25	\$1,000	\$150 Lowe's gift card
>25 (Paid at end of contest)	\$225/contract	\$250 Walmart gift card at 40 contracts
Maximum Available Bonus	\$7,125	\$650 total card value
Total Available Contest Value	\$7,775 per agent	

SPECIAL BONUS! GIFT CARDS!

Individual contest applies to all Personal BlueSM and Medicare Supplement applications submitted with effective dates of August 1, 2009, through December 15, 2009. Payments for Individual contest winnings will be made monthly based on achieving a contract tier, (e.g., you'll get a check for \$500 plus a gift card after we run our monthly result calculations). Payments for sales in excess of 25 contracts will be made at the end of the contest period. Per contract bonus ends at 40 contracts. If an Individual contract terminates within six months of the original effective date, there will be a charge back based on how the termination affects the contract tier bonus structure. If the contest is over, we will recover the charge back from regular monthly commissions. We pay the bonus using the same method as regular commissions but as a separate payment (i.e., if we assign your commissions to the agency, we will send the payment to the agency for disbursement). To earn a gift card, the minimum contracts sold in each tier must be met, (e.g., when you sell five, you will be sent the Starbucks gift card, when you sell 10, you get the Regal Cinemas gift card). Cards will be mailed to you monthly with your bonus check.



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