

# 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 2001 to present in the *Agent* portion of our Web site, [www.SouthCarolinaBlues.com](http://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@bcbsc.com](mailto:grpandindv@bcbsc.com).

## ORDER SUPPLIES

To order BlueCross supplies on COIN, visit our Web site at [www.SouthCarolinaBlues.com](http://www.SouthCarolinaBlues.com), and select *Agent*. Then, select "Order Supplies" under *Forms*.

## QUESTIONS?

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

September 11, 2009

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## Fall Group Sales Incentive

We are pleased to announce a new group sales incentive for Fall 2009! Agents can now earn up to \$11,800 for new group sales effective between October 1, 2009 to January 15, 2010, provided the first month's premium is received. This incentive applies to all Business Blue<sup>SM</sup> products offered through the Group & Individual Division, including the True Blue<sup>SM</sup>/Chamber products.

Please see the attached flyer for more details.

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

# Fall 2009

## Blue Spectrum<sup>SM</sup> Group Sales Incentives

Effective  
October 1, 2009 to  
January 15, 2010

**INCLUDES CHAMBER OF COMMERCE PRODUCTS**

TIER	SELL Contract Lives	EARN Bonus Paid	EARN Total Amount	Plus ...
1	First 20	\$1,000	\$1,000	_____
2	Next 20	\$1,250	\$2,250	\$50 gift card
3	Next 20	\$1,500	\$3,750	\$100 gift card
4	Next 20	\$1,750	\$5,500	\$150 gift card
5	Next 20	\$2,000	\$2,000	\$250 gift card
6	All Additional	\$75/contract	Up to \$11,250	_____
<b>Maximum Available Incentive</b>		<b>\$11,250</b>	<b>Total value of cards \$550</b>	

### Maximum Available Incentive Value Including Cards: \$11,800 Per Agent

This incentive applies to all Business Blue<sup>SM</sup> products offered through the Group & Individual Division of BlueCross BlueShield of South Carolina, including the True Blue/Chamber products. In counting total contracts sold, we will include all groups of 2–99 contracts approved for effective dates between October 1, 2009, and January 15, 2010, if we receive the first month's premium. We will count only employees who sign up during initial enrollment. Add-ons will not be included.

Payments for incentive winnings will be made monthly based on achieving a contract tier (e.g., at Tier 2 you'll get a check for \$1,250 plus a gift card after we run our monthly result calculations).

We pay the incentive using the same method as regular commissions, but as a separate payment. (If we assign your commissions to the agency, we will send the payment to the agency for disbursement.) Gift cards earned will be from a variety of establishments and will be mailed to you monthly with your incentive check.

If a group contract terminates within 12 months of the original effective date, a producer's total incentive will be re-calculated. If the incentive has concluded, producers will be subject to a charge back deducted from regular monthly commissions.



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