

Stand-Alone Dental

Why Sell A Stand Alone Dental Plan?

There are several benefits to selling a stand alone dental plan:

- By selling a dental **plan independent of a medical plan**, you can **keep** part of the business if they move their medical plan. You **do not lose** your client.
- Administration – Most medical plan administrators and carriers are not experts in how to administer dental claims nor do their medical plan claims paying systems possess the proper capabilities for dental claims adjudication and claim cost containment.
- Dental plans are one of the easiest to sell and have very few underwriting requirements.
- Dental plans require very little service after the initial sale.
- Dental plans are very persistent. . . **you keep** your hard earned business.
- You will receive **top of scale commissions** on the dental vs. bottom of scale commissions when combined with other coverage.
- Dental plans are an excellent way to **increase your income**. See the example below.
- It sounds cliché, but its true: If you are not selling a dental plan, your competition is. . . and they are now in front of **your client** marketing all of their other products as well.

Income Example

This example is based on you selling *four 15 person groups per year over a five year period with 100% retention.*

| | |
|---------------|--|
| Year 1 | 15 person group-averaging \$500 per month in premium which is \$6,000 per year. Commission is 10% |
| | $\$6,000 \times 4 \text{ groups} = \$24,000 \times 10\% = \$2,400/\text{year commission}$ |
| Year 2 | \$ 4,800/year commission \$2,400 renewal and \$2,400 new business |
| Year 3 | \$ 7,200/year commission \$4,800 renewal and \$2,400 new business |
| Year 4 | \$ 9,600/year commission \$7,200 renewal and \$2,400 new business |
| Year 5 | \$12,000/year commission \$9,600 renewal and \$2,400 new business |

When you sell **four** small groups per year for five years, you would be earning **\$12,000** in year five and will have **earned \$36,000 during the five years.**