

Affiliate Toolkit

Welcome to the Benefits Family



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WELCOME

We are so happy you joined our Benefits Redesigned family! Whether you are here because you want to help small business owners and their employees save money or you want to make some extra money yourself, we truly appreciate you and want to support you!

If you're reading this right now, there is a good chance you've been approved into our Affiliate program. If you haven't been approved, you are on our waiting list and we will review your Affiliate application shortly.

We look forward to helping you experience the future of Affiliate Marketing with us.



GETTING STARTED CHECKLIST

- Access your personalized Affiliate links to share with Business owners on the home screen of your affiliate dashboard. You can login by going to www.benefitsredesigned.com. Click Affiliate > Affiliate Login in the upper right corner. Watch the Dashboard Training Video that shows you how easy it is to share!
- Read + complete the tasks in this Affiliate Toolkit.
- Join our Telegram chat for Q&A and extra support [HERE](#):

ABOUT US



We are Benefit Strategists providing concierge service for small business owners. We have found that 85% of the businesses we meet with are over-paying for their benefits.

We can usually save businesses up to 30% on their benefit costs. If we can't save them money, we will donate to their local favorite charity or give them a \$100 Amazon gift card, on us! Here are a few of the services we offer:

- Group Health Benefits
- Executive Bonus Plans
- 401(k) Plans
- Executive Retirement Pensions
- HR Support
- Voluntary Plans (i.e. Dental, Vision, Accident, Hospital)

We act as an extension of a company's HR department to problem solve, reduce costs and maximize savings.

We have a 95% retention rate with our clients.

Disclaimer: As an Affiliate, you are only able to refer businesses to Benefits Redesigned. You can share the benefits we provide - but you cannot recommend or discuss specific details without an Insurance License.



DID YOU KNOW...



We have a 95% retention rate which means the income you build now will be there years from now!



We can usually save a businesses up to 30% on their costs. If we can't save them money, we will make a donation to their favorite local charity or give them a \$100 dollar Amazon gift card, on us!



85% of the businesses we meet with are overpaying for their employee benefits and some are paying double that!



A common misconception is that businesses can't change plans at any time or it will reset the employee's deductibles. We have a way to move those deductibles to a new plan with similar, or better benefits; while still saving them money.



We can help most businesses with under 50 employees get tax credits to pay for their employees benefits. This is a great option for Restaurants or part time employees. The last restaurant we helped saved \$48,000 with tax credits.



Most businesses think the best time to look at their plan is when it renews. Unfortunately, that costs them money throughout the year. The best time to do a review is now so they can start saving money immediately.



We act as an extension of a company's HR department. We helped one of our clients save over \$200,000 in HR salaries.



We can customize hybrid health plans for small businesses to help employers reduce their costs without cutting their coverage. These full benefit hybrid plans are not just for large corporations; they take groups as small as five employees and up.

GET PAID

When you refer businesses to us that take advantage of the savings and enroll with Benefits Redesigned, you get paid upfront and residual pay. With Benefits Redesigned high retention rate, you can count on year-over-year income! Here are the ways to earn:

1

You will earn 100% in referral pay based on the plan a business selects. The average is \$50 per employee. Whether you refer a business with 10, 20 or 50+ employees that enroll with us, you can earn referral pay. For example, if you refer a business with 100 employees who all enroll - on average you will earn \$5,000 the first month in upfront referral pay. This will be a one-time payout.

2

After the initial payout, you will earn 10% or an average of \$5 per employee, per month. For example, if you refer a business that has 100 employees that enroll, on average you will make \$500 every month in passive income. Plus the percentage goes up the more employees you refer that enroll with us:

1-99 employees enrolled = 10%

250-499 employees enrolled = 18%

100-249 employees enrolled = 15%

500+ employees enrolled = 20%

3

Increase your impact by referring more businesses! As you refer businesses that enroll with us, your commissions continue to accumulate. Backed by our impressive 95% retention rate, our aspiration is for these businesses to build passive income for you!

4

We are also going to reward you with a first level of commissions for any Affiliates you refer. You will get a 4% referral override on all of your affiliates enrolled businesses! Your link to invite affiliates is explained on pg. 15.

**Note: To unlock referral overrides, you must have at least 1 business (that you have directly referred) enrolled with Benefits Redesigned. Invite new affiliates now and once your overrides are unlocked you will get paid on all your affiliates!*

For full details on the pay structure, and to see how passive income works, click [HERE](#).

WHAT AFFILIATES DO DAILY:

Part Time Example > Ask 3 businesses a day if they are open to a review using the scripts provided.

Goals For Full Time > Ask 10 businesses a day if they are open to a review using the scripts provided.

REWARDS

We love to reward our Benefits Redesigned family for their hard work! Our point earning system rewards our Affiliates for their referrals. Earn 1 point for every employee that enrolls with us. Spend or save your points to redeem towards swag! More details available in the Affiliate Agreement.

Make the following Social Media post (or similar version) and earn 2 bonus points. Even if you haven't earned swag yet! Screenshot your post and post it in the Telegram thread [HERE](#).

"I need your help choosing! I can't decide what to get... Which free reward should I pick?"



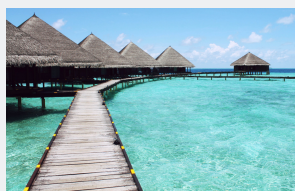
GOALS



What is something you would no longer do if you could hire someone to do it? (Ex: laundry, landscaping, house cleaning, etc...)



If you are not already in your ideal home, what would it look like? (Mountains, the beach, remodel your home, pool, the country, etc...)



If you could go anywhere, where would you travel? (Fiji, Europe, Bahamas, Hawaii, Cruise, etc...)



Who would you bless if you had wealth or financial abundance? (Parents, kids, church, charities, etc...)



If you were financially abundant what charity would you bless?

(If you want to build a business, print this page by clicking [HERE](#) and write down your goals!)

BUSINESS LIST

REFER FIVE BUSINESSES

Which businesses do you frequent that you want to bless and help save money, increase employee retention and reduce stress? Use the memory jogger below and make a list of potential businesses! *Then proceed to the next page.*

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

**Use a separate piece of paper - Have fun and see how many you can list! Use additional resources like your cell phone and social media as a memory jogger.*

HOW TO FIND BUSINESSES

Use this free business lookup tool to find contractors, dentists, restaurants, and much more in your area. Click [HERE](#) to get started.

MEMORY JOGGER....

Dry Cleaner	Retail Stores	Marketing Agencies
Restaurants / Cafes	Private tutoring centers	Daycares
Veterinarian	Accounting Firms	Wellness Centers
Doctors Offices	Construction Companies	Legal Firms
Architects / Engineers	Transportation Companies	Credit Unions
Gyms / Workout Studios	Manufacturers	Dentist
	Local Banks	Spas / Med Spas

**Companies with part time employees also qualify! They can take advantage of our plan that uses tax credits from the government to pay for their benefits. For example, restaurants are great referrals because they usually can't afford to give their employees benefits. These tax credits pay for most of their benefits without coming out of the company's pocket and it increases employee retention.*

SCRIPTS

WHAT TO SAY TO BUSINESS OWNERS

Now that you have your business list, let's reach out. Choose one of the scripts that matches your personality. *Then proceed to the next page.*

Hey I don't know if you heard about what this company does, its kind of crazy. But what they do is a strategist jumps on a call and in literally 15 minutes tell you if they can save you money on your employee benefits or not. And if they can't save you money they donate to your favorite charity or give you an Amazon gift card.

If they ask how...

I don't know the details, they will be able to go into all that. They customize plans for you and can usually save companies up to 30% with comparable or better benefits. Worst case is if they can't save you money they donate to your favorite charity or give you an Amazon gift card. Are you open to saving money right now?

I actually have a short video that does a better job of explaining it. I can go ahead and send that over? If not, no worries.

Reaching out to a business owner you met previously...

Hey it was great meeting you the other day. Listen, I haven't been able to stop thinking about you and felt like I was supposed to share this with you. Its on my heart to help fellow entrepreneurs so I wanted to make sure you knew about this. I know of a company where a strategist jumps on a call and in literally 15 minutes tell you if they can save you money on your company benefits or not. And its kind of crazy, but if they can't save you money they donate to your favorite charity or give you a \$100 Amazon gift card. Is that something you want to know more about? If not, no worries.

If they say no, build rapport...

No worries, how long have you been in _____? What type of clients are you looking for so if I meet someone I know if they are the right fit for you?

SCRIPTS

WHAT TO SAY TO RESTAURANT OWNERS

Businesses with part time employees also qualify! They can take advantage of our plan that uses tax credits from the government to pay for their benefits. Restaurants are great referrals because they usually can't afford to give their employees benefits, especially part time employees. The tax credits pay for their benefits without coming out of the company's pocket and it increases employee retention.

Hey I don't know if you heard about what this company does, its kind of crazy. They use tax credits to pay for your part time employees benefits so it makes hiring and retention a lot easier. You can book a 15 minute review with one of their strategists and they can tell you if you qualify or not. And if they can't save you money they donate to your favorite charity or give you an Amazon gift card. Is that something you want to know more about? If not, no worries.

If they ask how...

I don't know the details, they will be able to go into all that. But here is a sushi restaurant they helped.... (reference testimony below). They can show you plans that use tax credits to pay for full and part time employees.

They can usually save companies up to 30% with comparable or better benefits. Worst case is if they can't save you money they donate to your favorite charity or give you a \$100 Amazon gift card. Are you looking to save money right now? If not, no big deal.



"We are so grateful to Benefits Redesigned for showing us how to get tax credits that totaled over \$48,000 that paid for most of our employees and servers health insurance. This has helped us with hiring and retention. We're so happy they told us about this plan!"
Kayo, Uroko Sushi

SCRIPTS

HOW TO GET PAST THE GATEKEEPER

When cold calling businesses, the Gatekeeper is the one who answers phones & screens calls. Use these scripts to increase the odds of being connected to the decision maker.

Hi, I'm actually an advocate for receptionists and employees. I help employers create a better benefits package for you guys. Is that something you would at all be interested in? If you have plenty of benefits just let me know and I can let you go.

If they ask for more explanation...

Oh I'm an advocate for employees. I help speak on your behalf to the owner or HR department. Whoever makes the decisions so you can get more benefits like better health coverage, 401k, etc... by the way, if you already have plenty of benefits I'll cross you off. Just let me know!

If they ask you to leave a message or email info...

Sure I can do that. But if you really want me to advocate on the employees behalf it helps if we can go ahead and schedule a 15 minute call. We can usually save your boss up to 30% and get you better benefits in the process. And if we can't save you money we will donate to your favorite charity or give you a \$100 Amazon gift card. Who is the best person to schedule that with?

If they say they just recently enrolled in a Benefits Plan...

That's an even better reason to double check your plan now before you go a full year possibly paying more for less benefits. A strategist will do a quick review so you at least know your options. And if they can't save you money, they will donate to your favorite local charity or you will get a \$100 Amazon gift card. Who should we schedule that with?

FOLLOW UP

Don't get discouraged and keep following up! It can take 3 weeks up to a year for businesses to move forward, depending on their situation. For example, we met with a Manufacturing Facility that took almost a year before they activated their plan. However, the first year affiliate payout would have been \$5,300 - for a business with 15 employees.

- I have a video that does a better job explaining it. Is it okay if I send it over?
- I wanted to make sure you got my message? I'm busy talking with a lot of businesses but wanted to make sure I got back to you and helped you out.
- Hey I want to apologize I haven't had a time to follow up with you. I'm guessing you're probably spending a nice chunk of change on employee benefits. What could you do with some extra money in your pocket – without cutting out the benefits your employees expect?
- Hey let me know if you decide this isn't a fit for you. Totally fine if not and wish you the best either way.
- It sounds like this isn't something that's a fit for you. But I wish you the very best and good luck to you!

If they say no, build rapport...

No worries, what type of clients are you looking for so if I meet someone I know if they are the right fit for you?

If you didn't decide to do a review, how does your business plan to save money to keep up with inflation? What's your backup plan?

[For additional scripts with a list of objections and what to say click HERE](#)

FAQ

Q Can a company change their health insurance plan mid-year?

A Yes, a group health plan can be changed anytime during the year with no penalty from their current carrier. In fact, most carriers that a company moves to will also count the money employees spent towards deductibles for the year towards the new plan, making it very easy to transition. Its better for businesses to start saving money on the new plan right away vs waiting till the 1st of the year.

Q Do I need to know details about the products or benefits to refer a business?

A No, in fact you are not allowed to suggest any insurance products without a license. You can use the scripts provided or talk about how we save clients money, become their benefits department and an extension of their HR department, etc... This makes it easier on you because you don't have to be the expert!

Q Where is my personalized link to share with business owners and Affiliates?

A You will find this on the home screen of your affiliate dashboard. You can login by going to www.benefitsredesign.com. Click Affiliate Login in the upper right corner. Watch the Dashboard Training video that shows you how easy it is to share!

Q How long does it take to get paid?

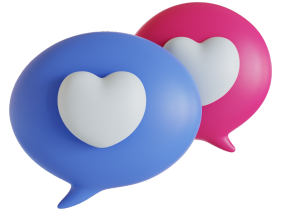
A When businesses enroll with us they typically have a start date on the 1st of the following month of enrollment. It then takes 30 days from their official start date to receive payouts. Payouts are sent to Affiliates on the 15th of each month. For full commission details reference your Affiliate contract [HERE](#).

Q Which states can you provide benefits in?

A We can provide benefits in all 50 States. We are also able to customize plans in local networks to save Employers the most money and provide their Employees with the best benefits.

SEND INFO

As you reach out to small businesses your only job is to refer them to us for a Review. The LESS you say the MORE successful you will be! Use the resources below to gather their information.



LINK - BUSINESS REFERRAL

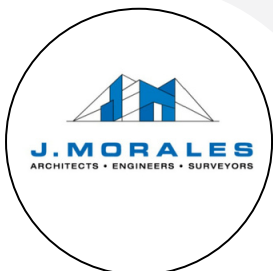
You will find your personalized link to refer Business Owners on the top of the home screen of your affiliate dashboard. You can login by going to www.benefitsredesignd.com. Click Affiliate > Affiliate Login in the upper right corner. Watch the Dashboard Training Video that shows you how easy it is to share! You can share the link so they can watch the video, enter their information and schedule a 15 minute Review. Or you can enter their information for them and book their Review on their behalf.

We will handle the rest!



LINK - REFER AFFILIATES

You will find your personalized link to refer Affiliates is on the top of the home screen of your affiliate dashboard, right below the Business Referral link.



“Before we found Benefits Redesigned we had a plan with a very high deductible. They were able to customize a plan with only a \$500 deductible, a better network and costs 15% less than what we were paying. With the money we saved we set up a 401k for our employees for the first time and established retirement pensions for our executives. We had no idea all this was possible within our budget!” Javier, J Morales Architects

SOCIAL MEDIA

MAKE A POST

Create engagement on your social media with this post. Reply to every comment to boost your page.

**Respond to each comment you get with the scripts provided in this toolkit.*

I want to help support small business owners out there! ❤️ If you're a business owner comment the name of your business below!

Click On Image To Save

FACEBOOK GROUPS

Use FB to search for: 'local entrepreneur groups near me', small business networking groups, entrepreneur groups, women/men entrepreneur groups, list your business groups, etc... then make a post.

MAKE A POST

Wanted to share in case this helps anyone here.... I don't know if you heard about what this company does, If they can't save you money on your employee benefits they donate to your favorite charity or give you a \$100 Amazon gift card. Apparently 85% of the businesses they talk to are overpaying. They helped a friend's business save \$230 per employee. Wanted to make sure my fellow entrepreneurs knew about this. Let me know if you want their link for a free review. I know we're all trying to save as much money as possible with inflation.

MESSAGE FRIENDS WHO WORK FOR BUSINESSES

Hey I wanted to let you know I heard about a company that is an advocate for receptionists and employees. They help them customize better health plans and benefits while still saving the owner money. Apparently if they can't help then they donate to a charity or give you a \$100 Amazon gift card.

Do you want to give the info to your boss? If you have plenty of benefits then no worries! Wanted to make sure you knew about this.

TESTIMONIES

“The benefits we were offered by Amazon corporate were very expensive and not tailored towards our local network. Benefits Redesigned was able to customize a plan that costs 20% less with lower deductibles, better coverage, AND in the largest local network in our area. I was able to refer four other locations to Benefits Redesigned so they could help them too!” **Dave, Amazon DSP**

“Controlling our costs is a must in our industry. Benefits Redesigned helped us with a new approach to how we offered benefits that saved us \$45 dollars per employee! We are saving more money and now offering better benefits that our employees love. We have been with them for over 3 years and don't know what we would do without them!” **Faith, FedEx Freight**

“We are so grateful to Benefits Redesigned for showing us how to get tax credits that totaled over \$48,000 that paid for most of our employees health insurance. This has helped us with hiring and retention. We're so happy they told us about this plan!” **Kayo, Uroko Sushi**

“Not only did Benefits Redesigned help us save on our benefits; they helped us create an employee handbook and set up a payroll and billing system with payroll deductions. They also showed us how to set up a Section 125 tax savings plan that saved the company and our employees over \$420 a month each!”
Stephanie, SELE Logistics

“We partnered with Benefits Redesigned 3 years ago. At that time we only had 8 employees and one HR manager. Today we have 103 employees - and still only have one HR manager. At the size we are now, we should have five in our HR department. They have saved us over \$200k a year in HR salaries. We highly recommend their services!” **Jannice, AIMM**

“Before finding Benefits Redesigned only a handful of our employees participated in the plan because of the expense for not great coverage. Luckily, Benefits Redesigned was able to customize a benefits plan for 40% less! We were able to afford the full cost of the health plan for our employees which is pretty rare in the Veterinary world. One of our vet techs had never had health coverage before. She was in tears when she was able to get preventive care for the first time.” **Dr. Marziani, Central Houston Animal Hospital**

RECAP

CHECKLIST

- Make a list of small businesses you want to approach (page 9)
- Send businesses a message using one of the scripts provided (page 10-12)
- Make your first social media post (page 16) and follow up with the comments using the scripts provided.
- Use your Affiliate link when businesses want more information (page 15)
- Print off the goal setting worksheet. Fill it out and put it where you can see it daily (page 8)
- Join our Telegram Channel for Q&A and extra support by clicking [HERE](#)

BONUS!

- Watch this 10 minute video about managing expectations as an entrepreneur. You can watch it by clicking [HERE](#).
- Congratulations for completing PART 1! Print your Certificate by clicking [HERE](#) then *take a picture with it and post it in the Telegram Channel for 2 Rewards points so we can celebrate you!*
- For additional scripts + how to overcome objections click [HERE](#).