

**One pool of customers,
unlimited income and
incentives**

BSLI Sustainable Business Engine



Birla Sun Life
Insurance

BUSINESS ENGINE

Your role as a Contributor Advisor is to create a Business Engine which consists of a growing pool of loyal customers leading to growing commissions and sustainable income.



A WIDE POOL OF CUSTOMERS

X



OVER A NUMBER OF YEARS

=



INCREASED EARNINGS YEAR OVER YEAR

Commitment

Your commitment as contributor would be required in the following areas:



Committed and Consistent Performance



Growing Customer Base



Quality relationship management / Customer Loyalty



Self-Development



Ensuring Service Reassurance - Premium payouts / queries

WHAT YOU STAND TO GAIN FROM A SUSTAINABLE BUSINESS ENGINE

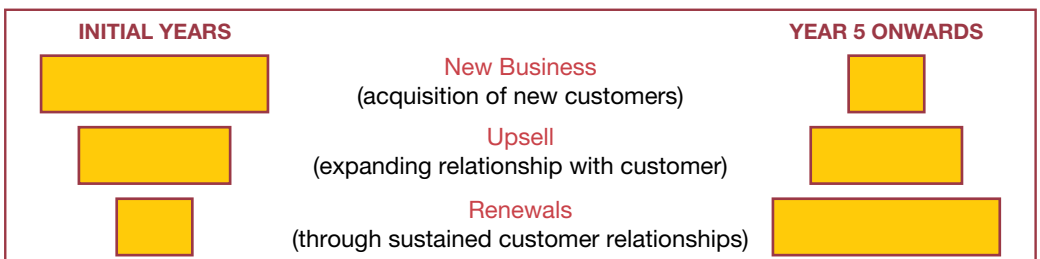
Income stability and predictability of revenues come through:

- Renewals which comes through sustained relationship with customers
- Upsell/Cross sell – by expanding existing customer relationships

The cost of acquisition and amount of time and energy we spend on new business acquisition is the highest and lowest for renewals

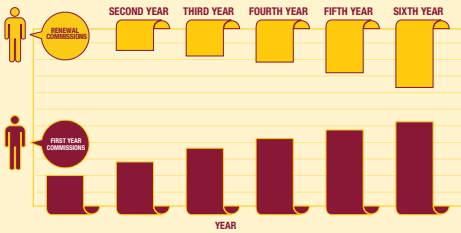
% Source of Revenue:

Increasing Proportion of Revenue from Renewal Commission while overall efforts remain same.



Benefits of a Sustainable Engine

REGULAR FLOW OF INCOME - YEAR ON YEAR



- You would have unlimited earning potential and you can determine your own commission
- By year 5, potential of 50% of your income to be automatic through renewals / annuity

ADDITIONAL PERFORMANCE BASED INCENTIVES



- Regular customised contests
- Regular recognition platforms at all levels

BE RECOGNISED AND TRAVEL THE WORLD FOR CONVENTIONS



- Travel to international and national locations for sales conventions
- Chance to share your experiences and learnings

Career Path available for you

Your sheer dedication, hard work and performance can help you to reach the highest level of success. A sustainable business model will ensure the perfect alignment of your Business Path as well as your Career Path.

BUSINESS PATH

Advisor (Practitioner)

Basis role model behaviour
Increased engagement with stakeholders

Advisor (Builder / Explorer)

We encourage and provide opportunities to all our advisors basis consistency of performance and sustainability

CAREER PATH

Regional Manager

Be in charge of all the branches in a particular region

Branch Manager

Gain Overall responsibility of a branch, opportunity to be in charge

Agency Manager

Absorb deserving advisors in our team as employees and help them build a full time career with us

Consultant Trainer

Additionally, there are opportunities to associate with our training team as consultant trainer



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