

Producers' Challenge

2010 Blue SpectrumSM Group Sales

CHALLENGE INCLUDES SALES AND GROWTH

EFFECTIVE MAY 1, 2010 TO OCTOBER 15, 2010

TIER	SELL Contract Lives	EARN Bonus Paid	EARN Total Amount	Plus ...
1	First 15	\$750	\$750	_____
2	Next 30	\$1,000	\$1,750	\$50 gift card
3	Next 45	\$1,250	\$3,000	\$100 gift card
4	Next 60	\$1,500	\$4,500	\$150 gift card
5	Next 75	\$1,750	\$6,250	\$250 gift card
6	All Additional	\$50 per contract	Up to \$15,000	_____
Maximum Available Incentive		\$15,000	Total value of cards \$550	

Maximum Available Incentive Value Including Cards: \$15,500 Per Agent

We will count only employees who sign up during initial enrollment. Add-ons will not be included.

PLUS ... GROW YOUR BLOCK OF BUSINESS. We'll compare your block of business on April 30, 2010 to your block of business on October 31, 2010. **We will pay you \$30 for every new contract that increases your block of business as of the end of the contest period.** Example: If you have five contracts in force on April 30, 2010 and 10 contracts in force on October 31, 2010, your bonus is \$150.

Agent of Record changes are not part of the growth of your business. Payment is made at the end of the contest.

This contest applies to all Business BlueSM 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 May 1, 2010, and October 15, 2010, if we receive the first month's premium.

Payments for contest winnings will be made monthly based on achieving a contract tier (e.g., at Tier 2 you'll get a check for \$1,000 plus a gift card after we run our monthly result calculations). We pay the contest 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 will be mailed to you monthly.

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



South Carolina

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