

SBD Triple Play - (for) 3 Months (with) 3 Coverage Sales (get a) 3-Year Rate Guarantee

General Guidelines:

- July, August, September 2005 effective dates
- Fewer than 300 lives
- Three coverage minimum
- Current multi-product sales qualifications remain (i.e., Medical and Voluntary coverages count toward the three product qualification, but do NOT receive the multi-product discount).
- Vision does not count as a qualifying coverage (same as current guidelines), yet is eligible under this program for the three-year rate guarantee.
- Voluntary Term Life (VTL) does count as a qualifying coverage, does NOT get the MPD discount, yet will be eligible for the three year rate guarantee.
- Multi-product discount = 5%
- Voluntary coverages (other than VTL) and Medical are **not** eligible for a three-year rate guarantee.
- Sales discretion available (some modifications of percentages by product) on non-experience rated business (i.e., 10-99 for dental and Short Term Disability). Sales discretion not eligible on Dental Benefit Rate Comparison with three-year rate guarantee.
- The Principal must be the only dental carrier (i.e., no dual-choice programs with other carriers).
- Three-year rate guarantee is available to new sales and existing cases adding a third or greater coverage at renewal (same qualification as needed today to obtain MPD). Existing accounts with three or greater coverage and not amending to add another coverage do not qualify.
 - If a group has three existing coverages and adds a fourth qualifying coverage at renewal (July, August, or Sept 2005), they qualify for this program, yet if the account already had three coverages and a multi-product discount in place, there is no additional discount.
 - In addition, only new coverage being added is eligible for any sales discretion.
- Arizona only – While EDS does not count as a qualifying coverage, if sold on a dual choice basis with Principal Dental it will be eligible for the three-year guarantee. EDS sheet rates need to be loaded 5%. If EDS is sold without Principal Dental, it will not be part of this program.

Product Guidelines:

Dental

- Sales discretion is limited to 3% per case (vs. 10% in normal program)
- Sales discretion usage will count in current and future years
- Three-year rate guarantee load = 10% (quote 1 year rate guarantee)

Vision

- Three-year rate guarantee load = 5% (quote 1 year rate guarantee)

Disability

- STD/LTD must be standard issues (i.e., no underwriting exceptions or home office or declined industries).
- STD three-year load = 6%
- LTD three-year load = calculated in GPS. Based on average age of the case, load ranges from 1% to 6%.

***STD & DENTAL - THIS IS A THREE-MONTH PROGRAM AND WILL NOT BE OFFERED ON AN EXTENDED BASIS.**