

## Who we are:

The Platinum Group is a group of FMO's that share their strengths with each other in hopes of providing a more lucrative opportunity for the agents they service. This gives agents the advantage of accessing the tools, programs and knowledge of all Platinum Partners without the need for creating multiple different relationships.

- As a Platinum Partner you receive access to recruiting software, agent recruiting services, special product opportunities and so much more.
- Platinum Partners are the exclusive provider for access to JLS Sales Academy. This gives you a turn-key agent and recruiter training platform for expanding your business.

## Contact Us

**JLS Marketing Concepts Ltd.**  
**Administrative Platinum Partner**

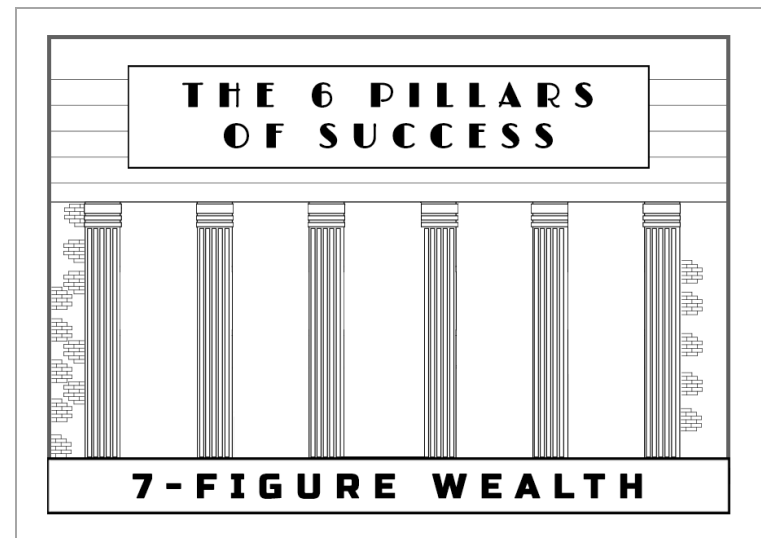
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# Platinum Partner Program



**JLS MARKETING CONCEPTS LTD.**  
The home of JLS Sales Academy



**JLS Marketing Concepts LTD.**  
4884 Higbee Ave NW Suite 200  
Canton, OH 44718

# Our Products & Services

## PLANTINUM PARTNER-SILVER



The Silver Program is designed for the upstart marketing organization. It provides you with everything you need to start recruiting agents with an advantage. This package also includes the Platinum Concierge App.

**\$1,000 monthly with a twelve-month commitment**

## PLATINUM PARTNER-GOLD



The Gold Program provides your marketing team with the tools and training that will take them to the next level. You also receive one complimentary event annually where you keep the ticket sales. This is a \$40,000 return on investment.

**\$5,000 monthly with a twelve-month commitment**

## PLATINUM PARTNER-DIAMOND



The Diamond Program provides you with all that JLS has to offer. You also receive a total of four complimentary events annually. This is a \$160,000 return on investment

**\$10,000 monthly with a twelve-month commitment**

PARTNER BENEFITS	SILVER	GOLD	DIAMOND
JLS Quoting Tool	✓	✓	✓
Agent Product Training Webinars	✓	✓	✓
JLS Academy Agent Demo Access	✓	✓	✓
Marketer Product Training	✓	✓	✓
Recruiting Academy Online	✓	✓	✓
*Agent Recruiting Lead Program	✓	✓	✓
*Academy Revenue Sharing	✓	✓	✓
Marketer Weekly Review Calls		✓	✓
Senior Market Mastery Training		✓	✓
Marketer Free Access		✓	✓
*Marketer Private Coach		✓	✓
One Complimentary Event		✓	✓
3 Additional Complimentary Events			✓
*Limited based upon Platinum Partner Level			

# Overview of Program Benefits

## QUOTING TOOL

Quote Medicare Supplement, Medicare Advantage, Final Expense and Hospital Indemnity

## MARKETER PRIVATE COACHING

This program consists of five one-on-one private coaching sessions for each of your marketers. Gold Level is limited to one marketer. Diamond level is limited to ten marketers.

## MARKETER ACCOUNTABILITY CALLS

We help keep your team on track so they hit their recruiting and production goals. This is a weekly call designed to keep your marketing team sharp.

## AGENT RECRUITING LEAD PROGRAM

We supply qualified agent leads to you with a set price per lead.

## JLS RECRUITING ACADEMY

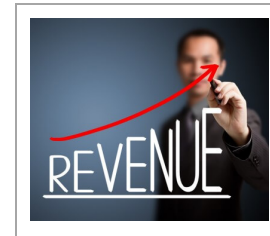
This is an on-line training with numerous video courses on recruiting, product concepts and selling sales training.

## JLS SALES ACADEMY DEMO PLATFORM



The JLS Sales Academy demo version has hundreds of training videos. This includes content from Jerry Smith, Les Brown, Dan Lier, Shep Hyken and Michael Burt. The demo version can be given out for free as an incentive to contract with you as a Platinum Partner.

## ACADEMY REVENUE SHARE



Earn commissions on JLS Sales Academy products. Give your marketing team a recruiting advantage while increasing revenue. Build agent loyalty with sales training that your competitors can't offer. Commission vary based on Partner Level.

## JLS COMPLIMENTARY RETREATS



Complementary events are available on the Gold and Diamond Partner levels. These events are exclusive to the Partner and all proceeds from the event are retained by the Platinum Partner. This provides the opportunity of recuperating all of your Platinum Partner Fees each year.

# WHY GO DIAMOND?

## What is Included?

The Platinum Partner Diamond Level gives you increased revenue sharing, comprehensive marketer training, lower agent acquisition costs, quoting tool, exclusive agent training, access to all of the JLS tools and so much more.

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*“Sales Retreats give you the opportunity to spend one-on-one time with your best agents and create a special relationship”*

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## Focus on “What You Do Best” and let us help you with the rest!

Training marketers to recruit to multiple product lines can be a challenge. Keeping them motivated and holding them accountable is time consuming. Implementing consistent and comprehensive sales training for your marketing team is a must.

Shouldn't your marketers focus on:

- RECRUITING MORE AGENTS
- PROMOTING MORE PRODUCTS
- INCREASING PRODUCTION

Carrier Sales Conventions usually revolve around entertaining agents and their guests. Usually these conventions provide little if any value beyond pure entertainment. Sales Retreats revolve around learning and comradery amongst peers. They are far more intimate and place more focus on creating an immediate financial impact for the agent.

You can also incentivize your agents with production goals that qualify them for reimbursement of their retreat costs.

# THE DIAMOND DIFFERENCE

## Four Complimentary Retreats



You can choose between any of the JLS Sales Academy live training events for your Complimentary Retreats. We recommend “Senior Market Mastery”, “Final Expense Mastery” and “Short-Term Care Mastery.” These specific events have a ticket cost of \$2499 per attendee. Each of these training sessions is a two- and one-half day event. The maximum capacity is sixteen people per event. This equates to approximately \$40,000 in ticket sales per event.

JLS Sales Academy will provide lunch each day and all collateral materials for the training.

You can insert a 30-minute special session for product of service training each day