

“The survival kit for business owners”



When you need to stand out from the crowd...

Are you looking at offering an enhanced proposition to your customers and one that will have a positive impact on your profitability?

If so, you've come to the right place!

BusinessCare is our market leading survival kit for business owners.

BusinessCare is the answer to your clients' needs, offering comprehensive and practical legal advice for all aspects of their business at a fraction of what a solicitor would cost.

What can you expect from BusinessCare?

- A lucrative extra income stream – either by selling BusinessCare on its own or as part of a package of extras that you offer to your existing clients.
- Retention and loyalty are important words when it comes to customers – clients will see your firm as innovative, supportive and creative, enabling them to get the best out of their business.
- An edge over your rivals – it can be tailored to your customers so that it becomes a unique solution to their needs. It is so easy to use that it will become a dealmaker for you.



“ Create an edge over your rivals ”

BusinessCare will help you to help your clients

It's up to you how to harness the potential of this unique product.

You can choose to sell BusinessCare:

- As a standalone product which will create an additional income stream and is quick and easy.
- As an enhancement to a package of products which will create differentiation.

Three things you should know about BusinessCare:

● It will help you to grow

We'll help your business to flourish. Whether offering BusinessCare on its own or as part of a wider package, it can help you to realise the true value of your existing customer relationships, and maximise your income from them.

● It will help your clients stay ahead of the game

BusinessCare provides business owners and managers with unlimited access to a high-quality legal resource that offers them useful and practical advice to help them negotiate the many legal and regulatory pitfalls facing businesses today. BusinessCare's 24-hour advice line and online services provide support in a way that suits individual needs and saves valuable time and money.

● It will give your clients support

Our helpline is staffed by highly qualified legal experts and is open all day, every day of the year, to give your clients specialist advice when they really need it. With over 150 documents available covering a whole range of matters, there is also the benefit of an online law guide with up-to-date information on business-related subjects.

The 3 key elements of BusinessCare:



BusinessCare will **attract** new clients

By offering BusinessCare as a stand alone proposition:

- **Your revenue will grow**

In these tough times we have the answer to how to boost your revenue. By offering BusinessCare as a standalone product you will maximise the value of your current clients, and forge great relationships with new customers. Either way, by offering BusinessCare you have the opportunity to make a big difference to your profitability.

- **Your clients will buy it**

BusinessCare is the solution that helps you crack key targets, as well as create hot new prospects you didn't expect to have. And because we know cash flow is a problem for many firms right now, they don't need to pay for it all upfront either. We have designed a monthly option scheme that allows them to finance the product in easy payments. Just ask us for more details.

- **Your clients will save money**

BusinessCare provides a cost effective alternative to the traditional client solicitor arrangement where businesses can pay £600 per month for a range of commercial services, or they employ a solicitor on a piecemeal basis to handle individual matters. BusinessCare provides help and advice on a plethora of business-related legal matters such as sickness absences, performance management or changes to retirement law.



“ Forge great **relationships** with new clients ”

BusinessCare will **secure** your relationships

By offering BusinessCare as an enhancement to a package of other products:

- **You'll be the expert**

Once you really get to know what makes your clients' businesses tick and understand where your expertise can help them, you can introduce them to BusinessCare as an innovative product on top of what you already provide them. You'll no longer just be a firm that sells them a product but will become their trusted advisor helping them to get the best out of their business.

- **Your business will grow**

If you want to offer something extra to your clients and provide the best service against your competitors, then BusinessCare can help you do this. It will not only add value to your clients' business and really save them money, but it will also create you a lucrative new income stream and noticeably improve your profitability.

- **You will be different**

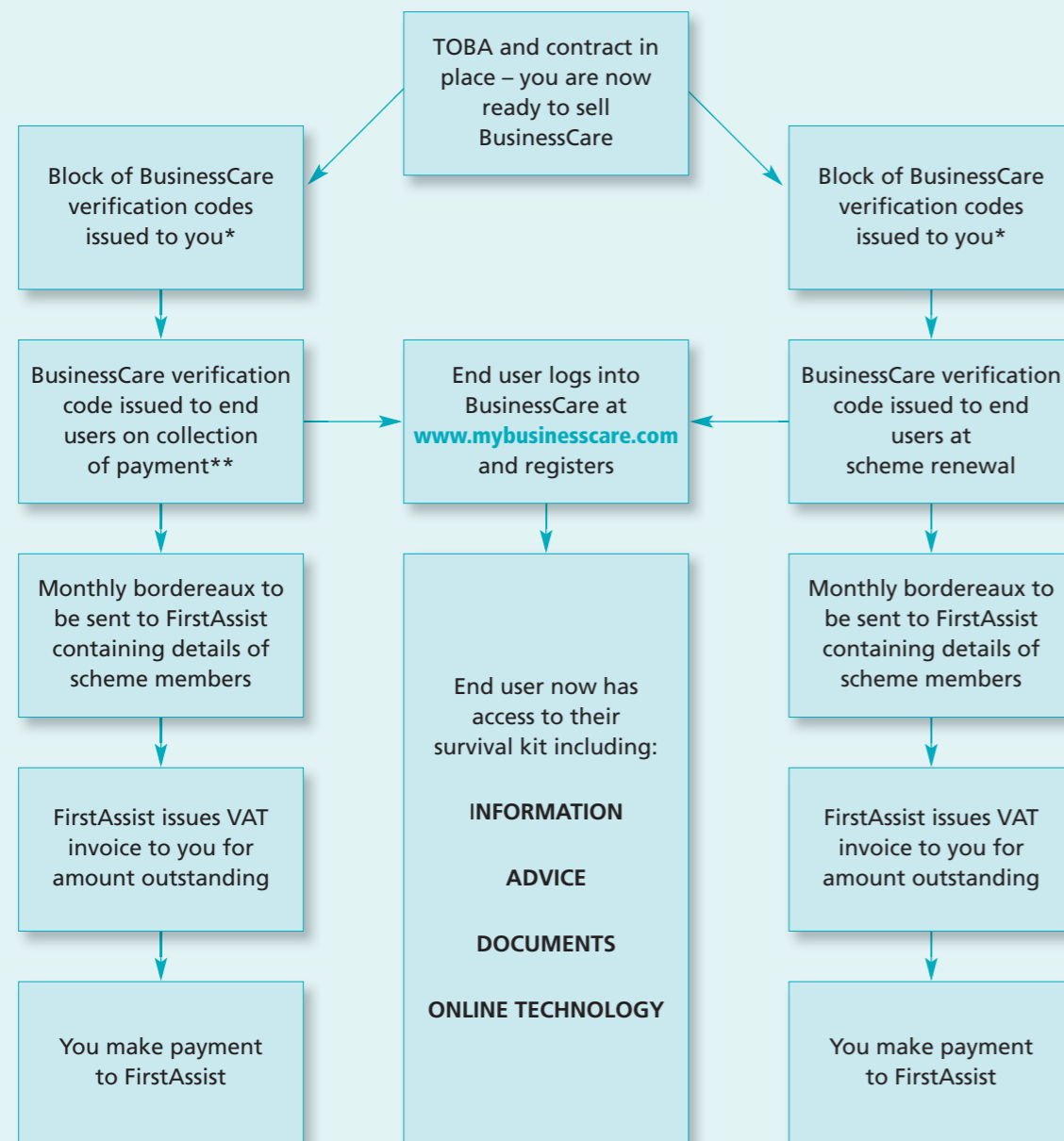
With BusinessCare as part of your range of products, you'll be offering a distinctively different proposition to your clients and prospects. By delivering that all important point of distinction you'll generate interest and attention whilst at the same time provide a product of tangible value and relevance. By doing this you'll be tying your clients into the relationship by giving them a business tool they won't want to operate without.



“ You will become your clients **trusted** advisor ”

BusinessCare will be the perfect fit

We'll take care of the implementation and operation of BusinessCare within your business. The following flow chart gives you an idea of how it will work.



*You will be given one code for each month of the year at the outset.

**Payment can be annual or monthly. If monthly, payment must be by Direct Debit (collected by you), with the first payment taken in advance.

BusinessCare will adapt to your style

FirstAssist Legal Protection has an enviable track record for offering flexible, tailored solutions that meet the exact needs of your business. BusinessCare is just one example of this.

- **We'll give you a unique product**

BusinessCare is so flexible we can create a one-of-a-kind solution for you. You want the website to carry your or your clients' branding? No problem! We can enhance the proposition to fit the needs of your own customers, whether they are landlords or not-for-profit organisations. Or if you prefer a quick and easy solution we can offer you a plain, online package.

- **We'll explain everything**

We can train your staff on how to promote BusinessCare to your clients, help you write and produce sales scripts and marketing flyers as well as answer any questions that will help your customers understand the key benefits of BusinessCare.

- **We'll look after you**

Don't worry about having to handle calls from clients on how to use the system. Leave us to deal with that so you can concentrate on doing what you do best – delivering great value to your clients. But rest assured – your customers will be safe in our hands. FirstAssist has years of experience working on behalf of some of the biggest names in the insurance industry. This is all we do and we do it better than anyone else.

- **We'll help you to grow**

We know that in these tough times you have to work harder and be better to stay ahead of the pack. Let us help your business to thrive – BusinessCare can boost your sales, give extra value to your clients and generate a really attractive new source of revenue.

“ Tailored solutions that meet your businesses exact needs ”

You know **who** to call first

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