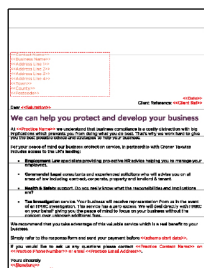


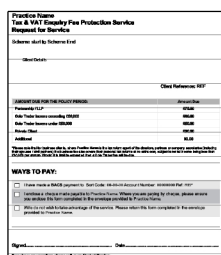
STAGE TWO - FOLLOW-UP MAILING

It is beneficial to follow up on the initial campaign with another mailing. We recommend two weeks before the scheme start date. This way you are maximising the chances of increasing take up, with a gentle reminder of the benefits of the insurance.



REMINDER

A reminder letter to those clients who have not paid or declined.



RESPONSE SLIP

A response slip should accompany the reminder letter in order for your clients to respond.

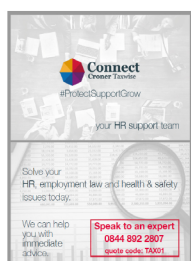
STAGE THREE - CONFIRMATION

Once a client has taken up the cover it is recommended to welcome them onto the scheme by sending the following:



CONFIRMATION OF SERVICE

The confirmation of service will be sent to you by our finance team with your policy details. This gives your clients details of the scheme, what it covers and exclusions. *(If Croner Taxwise are collecting your fees this will be sent automatically by us to the client once payment is received.)*



BUSINESS SUPPORT HELPLINE CARDS

These are available upon request using the marketing materials link. These promote the additional advice lines your clients will have access to.