

COMPLETING THE SALE: AFTER THE CUSTOMER IS REGISTERED

Day 1

- Print out the cover letter and FRA application (triplicate) for your customer.
- Sign the cover letter and each copy of the FRA Application (triplicate).
- Assemble 1 customer-addressed, associate-return-addressed, 9x12 clasp envelope with a 63¢ stamp; and 2 No.10 self-addressed stamped envelopes (one associate and one corporate) using 39¢ stamps.
- Paper-clip each Self-Addressed Stamped Envelope (SASE) to their corresponding FRA application.
- Insert all documents into the 9x12 clasp envelope.
- Close and mail the application package.

The corporate address is:

THE CITIZENRE CORPORATION
 Contract Administration
 501, Silverside Rd. suite 69
 Wilmington, DE 19809

Day 4

- Wait 2 to 3 business days, then follow-up with customer to see if the application package has arrived.
- Have the customer sign each copy of the FRA application (triplicate) once the package has arrived.
- Instruct the customer to print a copy of the FRA General Terms and Conditions (GT&C)
- Then, instruct the customer to insert the corporate copy and the associate copy in their corresponding SASE, and retain the customer copy for their records along with the FRA GT&C.
- Close and mail both SASE.

Day 9

- Wait 3 to 5 business days for corporate's acceptance of the FRA, then follow-up with the customer to inform the customer of Letter of Acceptance.
- Instruct the customer to print a copy of the FRA Letter of Acceptance, and to retain the letter for their records along with their copy of the FRA application and GT&C.
- Mine for Leads!

For additional information about this process, please read the following articles located in the knowledge base.

- 1) Completing the sale: After the Customer is Registered
- 2) Mining for Leads: Strike While the Iron is Hot!

Application Package

