



success, ambition,
experience, attitude

APRIL OPPORTUNITY
THE NEW STANDARD IN SALES



Changing the image **of insurance.**



APRIL UK

We offer opportunities for ambitious individuals to develop a successful career in sales. Using your enthusiasm, ambition and positive mental attitude, you will find that the sky is the limit!

Join our team of Sales Professionals and you'll be able to share and participate in our vision and dynamic entrepreneurial spirit.

Our formula for your success

Welcome to APRIL

Background

We started life back in 1997 as Insurety, while our private medical insurance division, Capital Healthcare, was launched in 1999. Insurety Ireland was formed in 2003, establishing a route to the Irish market.

With a growing reputation as a leading provider of lifestyle protection plans, in 2008 we joined the internationally recognised APRIL Group and became 'APRIL UK' - the name that we are known by today.

The APRIL Group have a market value in excess of £846 million and look after some 6 million policyholders in 34 countries worldwide.

'Lifestyle Protectors'

Whilst our name may have changed, our commitment to providing high levels of customer service and competitive protection plans has not.

We are dedicated to providing customers with cost effective solutions to enable them to protect their lifestyle needs. Our solutions make both financial and common sense and meet the needs of real people living in the today's world.

The foundations of APRIL are our people. We promote an environment of opportunity for personal development. Our people serve our customers and in return, we serve our people.

It is through the interdependence between our Business Consultants and the company that we strive for success through the development of our insurance services.

Sarah Buck

> Sarah Buck,
Chief Operating Officer, APRIL UK & Ireland



■ Sarah Buck
and the APRIL Head Office Team



A leading sales force in Europe & beyond

WORLDWIDE PRESENCE



APRIL Ireland

- Accident & Sickness
- Health/Medical
- Life



APRIL UK

- Accident & Sickness
- Health/Medical
- Life
- Business
- Home & Building



APRIL France

- Accident & Sickness
- Health/Medical
- Business



APRIL Turkey

- Accident & Sickness
- Health/Medical
- Life



APRIL Italy

- Accident & Sickness
- Health/Medical
- Life



APRIL Switzerland

- Accident & Sickness
- Health/Medical
- Business



APRIL Germany

- Accident & Sickness
- Health/Medical
- Life
- Home & Building



APRIL Portugal

- Accident & Sickness
- Health/Medical
- Life

APRIL also have operations in the following countries

- Argentina, Andorra, Belgium, Belarus, Brazil, Bulgaria, Canada, Chile, Colombia, Croatia, Greece, Hungary, India, Lithuania, Mexico, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Tunisia, Ukraine, United States, Uruguay.

Join an expanding international force

THE APRIL GROUP

- Our objective is to 'change the image of insurance' by placing the customer at the heart of the organisation.

Our ambition has always been to revitalise the insurance market, with particular emphasis on the 'insured-insurer' relationship.

This very ethos continues today. APRIL has been making concerted efforts to create efficiency and clarity in all their management processes and communications with the customer.

We strive to improve all aspects of our service ensuring the customer receives the very best experience in each and everyone of their dealings.

Simplicity, Involvement, Imagination - they are all values held close to the heart and promoted by APRIL from inception, today and tomorrow.

Present in > **34**
countries

£846m Value of the
APRIL Group

£218m
claims paid out

6m
customers
worldwide

Unique offering in the market



SALES POTENTIAL

- Our product range provides innovative protection plans to both individuals and corporate groups.

We pride ourselves on providing value for money protection that meets the needs of today's customer.

We are constantly looking for new marketing and innovative insurance product opportunities by continuing to research and review the market in which we operate.

Only through this approach can we remain a leading provider in what is undoubtedly a growing market.

As an APRIL Business Consultant you will have the opportunity not only to promote our products, but also to participate in exciting future developments.

Our success relies on providing you with compelling solutions when you meet your customers. This is our dedication and what we are fully committed to achieving.

Helping you reach **your potential**



CAREER OPPORTUNITIES

- We are looking for self-motivated, career minded people who are honest and hard working, to introduce our products to new customers and to service existing accounts.

You must be ambitious because we are looking for future managers to lead successful teams. You also need to have drive, tenacity and enthusiasm as these are paramount attributes to succeed.

Joining as a Business Consultant, you will be trained in sales, product knowledge and financial services regulations.

If recruiting, coaching and developing others is your strength - then sales management opportunities are available. Our fast track philosophy into management could see you leading a successful team in no time at all.

Consistently hit your targets and prove that you have what it takes to nurture and develop your own team and sales management awaits you.

In this role, you will monitor, develop and support your team of Business Consultants, guiding them towards achieving their potential.



Financial rewards

How much can you earn?



HITTING YOUR FINANCIAL GOALS

- We believe in paying you what you earn, so the better your sales performance, the more your earnings will be. But this is not just about quick sales - we genuinely want you to establish long term relationships with your customers, so we pay a range of commission and bonuses dependant upon your number of sales and quality of sales. The commission and bonus structures are outlined below:

Unlimited commission

You earn commission on the sales that you make and this is paid to you weekly by BACS or CHAPS. The amount of commission you earn is directly related to your efforts, so the more you sell, the more money you will earn.

We do not have a maximum earnings cap and the amount you sell is governed by you.

We also pay you renewal commission which allows you to build up a regular stream of annual income over time.

This enables you to build up long term relationships with your customers, as you review their needs on a regular basis.

Unlimited bonuses

As well as your initial and renewal commission, our Bonus Schemes could enhance your earnings substantially.

Our Star Bonus Scheme is run every quarter. It rewards you for consistency and quality, as well as volume giving you the opportunity to quadruple your final bonus.

We also offer monthly competitions, prize draws and the opportunity to attend a '5 Star Overseas Convention'.

Hours to suit you

You will enjoy considerable flexibility when it comes to your working life. We will provide you with all the training required to become a successful Business Consultant, and commercially proven products to present to your customers.

But ultimately you decide the hours you work. Of course there is no substitute for activity. The more people you talk to and see, the more sales you are likely to make. It's no surprise that our top earners are also those who dedicate the most time to their job.

But it's good to know you are in a career where you are directly responsible for what you get out of it.

Training and Development helping you succeed



REACHING YOUR POTENTIAL

Full initial training to get you up and running

We believe training is the key to success. When you join, you will receive comprehensive training through a 5 day initial training course, as well as on-job practical development with your Field Manager.

These will provide you with the necessary foundations to succeed in sales and become a competent and proficient Business Consultant. The training will cover regulation, administration and sales techniques such as conducting a presentation, communication skills and closing the sale. All of which are designed to ensure that you treat customers fairly.

We will teach you how to generate your own leads and sales allowing you to build a customer base to promote our products.

Field training and management support

Once in the field you will be accompanied by an experienced manager who, as well as assisting you in developing your presentation and selling skills, will coach you in all aspects of your work.

Your Field Manager is there to help and support you and pass on their experience. To do this they will regularly arrange to join you on live sales appointments or prospecting activities.

Ongoing training and development

Throughout your career at APRIL you will receive ongoing training.

Every Business Consultant has access to a dedicated Training and Development Manager who will work alongside their Field Manager.

Their role is to help you maximise your sales opportunities, refine your techniques and ensure you get the most out of every working day.

Through continuous training and coaching support - we will help you reach your potential.



GET YOUR CAREER ON TRACK

- Be under no illusions - this is not a job for everyone and becoming a successful APRIL Business Consultant will not be easy.

Only those who are hungry for success and put in the hard work will reach the top.

It's tough and we know this and if you join us, we will make every effort to support you and help you succeed. But ultimately you hold the key to unlocking a brighter future.


WE ARE LOOKING FOR:

- Commitment
- Performance
- Entrepreneurship
- Innovation
- Integrity and ethical behaviour

WE PROVIDE:

- A tried and tested system
- Full initial training
- Uncapped weekly commission
- Bonus & Loyalty Schemes
- A proven and relevant product range
- Ongoing support and training
- Support of an international group

Are you up for the challenge?



“So, do you have what it takes to become an APRIL Business Consultant?”

Genuine sales and management opportunities are available for those who take up the challenge and succeed.

We are dedicated to providing you with the best training, best support and best products.

Now - you give us your best.”

> Sarah Buck,
Chief Operating Officer
APRIL UK & Ireland

april | UK april | Ireland

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