

2017 Winter Promotions

# Sales Battlecard

With 25 years of experience, we know how competitive the global health and life insurance marketplace can be. That's why we're running some promotional campaigns over the next few months to help you grow your business with us.

This battle card will tell you all you need to know about the promotions – so you can reach new customers and retain existing clients.

Save it somewhere handy to refer to any time you need.

Don't forget you can review the details of all our plans any time at [broker.william-russell.com/documents](http://broker.william-russell.com/documents)

If you have any questions you can get in touch by phone on +44 (0) 1276 486477 or by email at [sales@william-russell.com](mailto:sales@william-russell.com)



# US\$100 Voucher Promotion



Promotional period: October 20 to December 28 2017

We're giving customers who take out one of our health cover packages during the above period a US\$100 gift voucher (from Amazon.com Gift Card or Souq.com for UAE customers).

## Charity donation

William Russell will also make a US\$50 donation to the customer's choice of one of three selected charities: Unicef, Action Aid, or Doctors without borders.

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## Promotion scope

This promotion only applies to our global health plans, quoted, purchased and in force before December 28 2017.

The health plan needs to be paid in full on an annual premium within this period.

Only one voucher per household/ group agreement.

Please read the full T's and C's document.