

Experience the RBC difference and watch your revenue opportunities grow

The RBC difference: partnership and revenue growth

Few businesses are more competitive than the travel industry. So it's important to consistently earn maximum revenue for your time and effort. That's where RBC Travel Protection® can make a real difference for you!

A unique approach to business-building

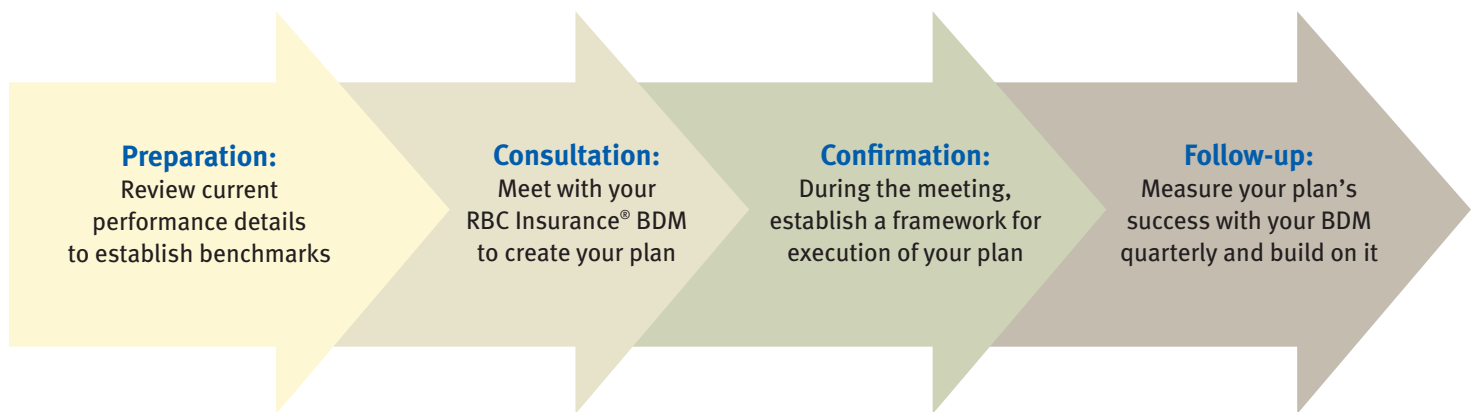
What sets RBC Travel Protection apart is our unique Business Development approach and Business Development Managers' (BDMs) commitment to training.

Your BDM works with you one on one to create a comprehensive plan that will drive revenue growth. It's a powerful process uniquely tailored to your business. By working in partnership to establish your sales targets and employing a collaborative effort to meet those targets, RBC Travel Protection positions travel insurance to be one of the most powerful profit centers for your business.

Building your Business Development Plan

A step-by-step approach that can quickly have you earning more revenue.

Your plan works to enhance your sales activities, including product knowledge development, how to overcome sales objections, and best practices that will promote improved closing ratios. By sticking to your plan, travel insurance can become one of your business's most powerful profit centers. Best of all, your BDM will be there to support you every step of the way.



For more information on how your agency can partner with us and increase your revenue-generating opportunities, visit our website at www.rbctravelprotection.com/opportunities or contact us at **1-866-307-5757**.

Grow your bottom line

Here's how our Business Development plan has worked for some of our partners.

Setting sail for higher revenues

A cruise company recently opened its doors and felt that RBC Travel Protection was the right fit for their agency. They felt their types of travelers deserved the best protection possible since many take connector flights from various parts of the world to catch their cruise.

The cruise company representatives knew they would be able to sleep better knowing their clients would leave town with emergency contact numbers and access to expert advice from Assured Assistance Inc., the travel and emergency assistance provider for RBC Travel Protection.

Their goal was to achieve a 100% closing ratio when selling RBC Travel Protection. In one year, the team has achieved a 96% closing ratio. They not only attribute their success to the quality of the products, but also to the online training agents can take advantage of and the support of their business development manager.

Growing in leaps and bounds

Here's an example of an actual agency RBC has partnered with that wanted travel insurance to be a sound revenue-generator for their business:



Turn a commission payment of \$300 into \$433.76 – a 44.5% increase – by including RBC TravelProtector Deluxe™!

For example, on a package vacation costing \$2500 you would earn a 12% supplier commission, or \$300. If you protected your two 50-year old clients' investment by adding RBC TravelProtector Deluxe insurance from RBC Travel Protection, your revenue would be \$433.76 (\$300 supplier commission + \$133.76 travel insurance commission), a 44.5% increase. Plus, you'll have the added reassurance of knowing the coverage you're offering is backed by a leading insurance provider.

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Did you know that travel insurance commission is typically higher than what you make on a hotel or car booking? Add all of that up, and you could be boosting your annual income by a substantial amount!



Take the journey with us and experience the RBC® difference.



RBC Insurance®

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At RBC Insurance, we provide a wide range of creditor, life, health, travel, home, auto and reinsurance products to clients throughout North America. As a leading provider of travel insurance and emergency assistance services, RBC Insurance has more than 40 years of professional experience and offers a wide range of travel insurance products and services through an extensive network of travel agencies to more than three million individual and corporate customers annually.

The U.S. travel insurance division of RBC Insurance, through its operating entity, RBC U.S. Insurance Services Inc., distributes comprehensive trip cancellation and interruption products as well as emergency medical and travel assistance services under the brand name RBC Travel Protection®. RBC U.S. Insurance Services Inc. is an agent and administrator for RBC Travel Protection, travel insurance underwritten by Stonebridge Casualty Insurance Company, Columbus, Ohio; NAIC #10952. RBC U.S. Insurance Services Inc. is doing business as RBC Liberty Insurance Services, Inc. in CA and RBC U.S. Insurance Agency Services Inc. in MI.