



TRADE ASSOCIATE F.A.Q.

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As a Trade Associate of Country Cover Club your business will benefit from free advertising on the C³ website and the option to sell C³ Memberships to your clients; earning up to £5 commision on every sale.

HOW DO I BECOME A C³ TRADE ASSOCIATE?

Complete the online Trade Associate application form, providing as much info as possible about your business including any benefsts / discounts you can offer to the C³ membership. Read through the 'Reseller Agreement' and tick the box to agree to its terms and conditions, then press submit.

Once your application has been approved we will send you login details to access your Trade Area where you can manage your adverts and sales.

HOW DO I PROMOTE MY BUSINESS THROUGH C³?

We encourage all our Trade Associates to offer C³ Members special discounts and promotions. These can either be seasonal or permanent offers. Trade Associates can create adverts for offers and benefits in their Trade Area and, once approved, they will be displayed on the Members' Benefits page.

HOW DO I SELL C³ MEMBERSHIPS?

Promote

Advertise C³ Membership with Public Liability Insurance by asking your customers if they have or want cover, by posters, leaflets or other point of sale material or through online advertising. POS material is available by download from the C³ website or on request to the C³ office.

Direct Sales

You can sell Memberships quickly and easily online. Go to the C³ website and click on the 'Trade Associate' option in the main menu and follow the 'Login to your Trade Area' link. Where prompted enter your Username and Password and press 'Login'. Here you can enter the Client Information straight into our system and pay online; this will auto generate a Membership Certificate including insurance details, emailed direct to the Member, and available for you or our customer to download and print straight away.

Customers can personalise their membership package by adding cover extensions such as Legal Expenses Cover, EU or Worldwide Cover, Enhanced Personal Accident Cover, Loss of Income Cover and Gun and Equipment Cover. They can also choose to purchase Hard Copy Certificates, Plastic Membership Cards, Pin Badges and Cloth Badges.

Instant payment can be made by Credit or Debit card or using PayPal. This can be your customer's payment or your own payment depending on your customer journey.

A full record of all your Sales entered through the online system is recorded in your Trade Area for your reference.

Indirect Sales

You can also recommend C³ to your customers through online advertising and promotional flyers and we can track these sales back to your Trade Associate account for commission purposes.

Online advertising is tracked using unique tracking links that record where the customer clicked through to the C³ website from - this could be your website or a link in an email promotion - and assigns the sale to your Trade Associate account.

Promotional Flyers offer you clients a small discount - when they enter the discount code the system assigns the sale to your Trade Associate account.

Timescales

All membership entered and paid for via our online systems and Evidence of Insurance certificates will be available for immediate download. Physical items such as Membership Cards, Wallets and Badges will be shipped directly from the C³ office within 2 working days.

Commission

Sell an annual C³ Membership for our RRP of £32.95 to earn a commission of £5. Please see below of commissions on all our membership terms.

Membership	RRP	Commission
Annual	£32.95	£5.00
6 month	£26.95	£4.00
30 Day	£22.95	£3.00
2 Day	£18.95	£2.00

Prices above correct at November 2023 but may be subject to change; please check the C³ website for current pricing.

Country Cover Ltd

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