

# SMALL BUSINESS ROADMAP



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## TARGET AUDIENCE

Businesses with fewer than 50 employees aren't required to provide benefits.

Businesses with 10 to 19 employees are ideal.

Use your **Database** to identify daycares, dealerships, shops, home health, landscaping, janitorial, trucking, construction & more.



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## SALES APPROACH

Know **WHY** the employer should offer/provide our services.

Currently offering benefits?  
Do all employees opt-in?  
Got part-timers?

Would you like some options for those who are not opting in to your benefits? Options for 1099s, temps or part-timers?



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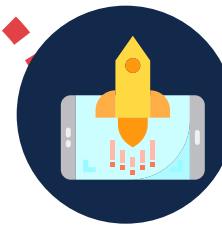
## MARKETING STRATEGY

The **B2B Interest Flyer** is a great resource for sharing a broad overview. Next, share the **Brochure** and demo your personal **Member Portal**.

Discuss payment options:  
Employee paid or Employer shared/paid.

Employee paid: enroll via **Replicated Agency Site**.

Employer shared/paid:  
Billed via ACH, employer will payroll deduct or cover cost.



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## ENROLLMENT PROCESS

Enrolling an employer-shared or paid account?

Email the employer the **Service Agreement**, and once it is signed, send it to [billing@konnectmd.com](mailto:billing@konnectmd.com).

Next, gather the employees' information and send it via the **CSV Template** for enrollment.



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## GROWTH AND SCALABILITY

All you need is one sale to grow your book of business.

The **Employee Referral Program** is the perfect tool for gaining new contacts.

Commit to getting at least 15 names and numbers from each client to help them waive their monthly membership fee.