

Boost Revenue: Provide #1 iWorkwell as an HR value-add

Differentiate your firm, retain existing clients and win new ones

Providing iWorkwell tells your clients and prospects, 'We care about your well-being and value you as our client; thank you for your business.' This helps you in three ways:

- **Client retention.** The value-add builds loyalty, incentivizing customers to stay with you.
- **Cross-selling.** They may not be using some of your other products & services — now is a great time to ask if they'd like to start.
- **New client acquisition — get more referrals.** Do they know anyone else they could introduce you to, referrals who would benefit from your services?

Ultimately iWorkwell will improve your bottom line.

What is iWorkwell? iWorkwell's members-only website is a state-of-the-art resource (information, tools & services) that improves organizations' HR practices, lowers management costs and boosts productivity. iWorkwell is in a class by itself, providing the highest caliber expertise in all things HR ... such as employee benefits (including health care reform), talent management, and legal compliance ... indeed, *everything* to do with lowering the risks — and cutting the costs — of attracting, retaining and managing people.

Survey Results: What employers want from brokers. According to Zywave's most recent "*Broker Services Survey*," employers cited these broker shortcomings (i.e., your opportunity)...

[See more at www.iworkwell.com/brokers](http://www.iworkwell.com/brokers)

Why Choose iWorkwell Trusted since 1999

It's not only the *best...*

✓ Highest Quality

- Best people: The largest number of world-class *experts* – over 100, from all 4 of the leading HR consulting firms in the world, 4 of the top 6 U.S. employment & labor law firms, and 3 of the 4 most distinguished academic centers for HR.
- Best process: Consensus from 6-9 experts on each document.

✓ Most user-friendly

- Customizable experience: Adjustable access levels; Account personalization for each user; Personal Alerts keep you up-to-date.
- Superior search: Results organized, with preview information, to easily find whatever you need.

✓ Most comprehensive

- 8,500+ legal documents. *All* of the federal & state regulations, forms, posters, notices & instructions, state-by-state comparisons, and Smart Forms & Templates you need (updated daily).
- 6,000+ professional training courses/programs. Every useful topic, in all mediums & formats.
- 700+ best practice guides. iWorkwell's proprietary recipe-like articles provide essential details to guide successful implementation — i.e., "how to" make each decision and do each activity — covering all 16 HR topics.
- Policies and tools to document compliance, create or update your employee handbook, and much, much more. iWorkwell really has *everything*.

...It's clearly the *best value.*

- ✓ **Pennies per working hour.** 20-30 times less than using a lawyer or outsourcing or hiring *even one* HR professional. For over 99% of US companies, a corporate subscription costs even less than hiring a minimum wage employee for a year.

"iWorkwell is superior from several different vantage points... This is fabulous. The sheer amount of time it will save you... I'm blown away."

- David Lacey, Ph.D, VP HR Biz. Dev. at VIST Insurance
Former Hay Group consultant

"Wow. iWorkwell was impressive... But now it is off the charts... It has grown into a truly amazing online HR and compliance tool."

- John Sheppard, VP Product Management at SHPS

Offering iWorkwell to clients and prospects will give you an edge. It'll help you:

- Land and keep clients.
- Cross-sell.
- Get more referrals.

Partner with iWorkwell to strengthen your business. **Don't you want to see and evaluate iWorkwell for yourself?**