

## Walmart store requirements for 2012



1. Every agent will be required to staff the store a **minimum of 15 hours per week** and submit a **production report for each week of work**. The production report records hours worked, all appointments and sales for each day you were at the store. Failure to submit production reports will result in the termination of your UHC contract with Gordon Marketing. You must maintain a 100% compliance on this reporting. Your production reporting is absolutely critical to our year-to-year success. If you have any doubt that you can comply with this, pass on this opportunity! To insure that agents meet this requirement, we require a \$500 deposit which will be returned to the agent at the end of AEP.
  - a. There are three levels of commitment to a Walmart store. The minimum is November 15 through December 31 – Annual Enrollment Period for Medicare Advantage. This is when the majority of enrollments take place. Then you can choose to participate from January 1 through March 31 – Open Enrollment Period for Medicare Advantage. You may also choose to participate from March 31 through November 15 –Lock in Period for Medicare Advantage. **This is the period when we are stressing major medical sales in addition to turning 65.** You can't work one period without working the preceding period and you must staff the store 15 hours per week for each period then and submit a production report for your medicare sales. You may only want to staff your store for AEP, which is allowable.
2. Every agent will be required to attend a Walmart training webinar and pass a test on the presentation. Every agent must know and adhere to **Walmart codes of conduct**. UHC wants to make sure you understand that you are a guest of Walmart. Your relationship to the store manager is the most important thing affecting your success. Bad relationship equals bad booth location or even eviction from the store. If the manager likes you, you have a gold mine of leads all year long. We have many agents still getting leads from stores they worked years ago.
3. Last but not least, every agent will have to understand the MIPPA rules that govern our presence in the Walmart store. CMS considers the Walmart program as a sales event and you will have to report each month the hours you are working at the store. This isn't difficult. You simply fill out a form and email it to UHC. Watch it though. CMS considers it a violation of MIPPA rules to submit a sales meeting report and then not show up at the reported times. You can't prevent yourself from becoming sick, but every agent should have back up.
4. This opportunity is not for every agent. It is a commitment and has a lot of levels of bureaucracy attached to it both with UHC, Walmart and CMS. You are a "sitting duck" for Secret Shoppers so if you don't know your stuff, you shouldn't be in a store!
5. Gordon Marketing will hold mandatory **weekly phone trainings**. They are short and to the point but you need to call in. You can use a phone anywhere and no computer is necessary. The better trained you are, the more successful you will be.

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