



Now that you're ready to sell — **Host a Workshop!**

As an appointed agent for Align Powered by Sanford Health Plan, you have the opportunity to host a workshop for potential enrollees. By choosing your own date, time and venue, you can put the success of your business in your own hands. We will equip you with everything you need to host a successful Medicare Advantage educational sales event. These events have shown great success in the past for generating high quality leads for our valued agents.

- 01 Attend Sanford Health Plan's virtual workshop training, held in the Fall.
- 02 Click [HERE](#) to register to host an event and complete all necessary information to host your workshop.
- 03 Choose your date, time and location that fits your schedule best. In addition, complete the number of toolkits that you would like sent to you on the form to receive your printed materials and grocery vouchers.

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04 Once your location and information are received by Sanford Health Plan, we will review and confirm that you can start to market your event.



Your confirmation email will include the Sales Workshop PowerPoint Presentation and confirmation that your toolkits and grocery vouchers will be mailed to you.



You may place ads in local media, send email invitations, or hang flyers — all using our pre-approved templates.



You can access these materials on your [agent portal](#). These can be found on the **Medicare Advantage** page in the **Resources** section.

**Please note: Prior to October 1st, 2023, all toolkit and promotional materials on the portal will be for the plan year 2023, per CMS requirements. Plan year 2024 materials will be available on the agent portal beginning October 1st, 2023.*



Sanford Health Plan will include your events in our event marketing efforts to help drive potential business to your event.

- All submissions received three weeks prior to the event date will be included in our digital marketing on our website and on our social media channels.
- The information in your submission will be used in marketing as noted. Please ensure that your form is complete and accurate.



Prior to your event, the Sanford Health Plan team will send an RSVP list of attendees. RSVP's are not required, so this list may not be comprehensive.

05 The day of your event has arrived! Make sure your room is set up with the sales collateral you have ordered. Connect with potential enrollees, present the CMS approved presentation and develop relationships.

06 After your event is completed, a link will be sent to you to report back on how it went. We look forward to your feedback!



At any time if you have questions or need assistance with this process, please contact your Account Executive. We're always here to help!



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