



## Easy ideas to help save your clients money

Just like all employers are different, all dental benefits aren't the same – or they don't have to be. Principal<sup>®</sup> can help you get clients out of the 100/80/50 benefit design rut.

And with these three easy (and quick!) sales ideas, we can help you offer clients cost savings on dental benefits – even as they meet employees' diverse needs.

**Small benefit design changes can add up to big savings.**

Listen to this quick  
podcast (:41) ›

**Adjustable levels of coverage can save employers money.**

Listen to this quick  
podcast (:33) ›

**Save costs by recommending a scheduled/MAC PPO.**

Listen to this quick  
podcast (:38) ›

Contact me to see if these cost-saving strategies are right for your clients – and **why choosing Principal** can help you enhance your clients' dental programs.