

## MORE ABOUT MAGGIE



I've been a protection and health insurance adviser for over 20

years now. During this time I've helped businesses of all shapes and sizes – from family run to multisite national organisations – implement successful employee benefit schemes.

**YOUR EMPLOYEES ARE THE MOST IMPORTANT ASSETS WITHIN YOUR ORGANISATION. IT'S IMPERATIVE THAT YOU LOOK AFTER THEM. A HAPPY AND HEALTHY WORKFORCE COULD BRING SUBSTANTIAL BENEFITS TO YOUR BUSINESS.**

Having the right insurance in place is such an important matter. Whether it's for individuals looking to protect their loved ones, or for companies to improve loyalty and productivity - it's a matter that I'm passionate about and confident that I can help you achieve your goals.

Contact me today:  
**Maggie Norris**  
**07967 739867**

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## WE WORK WITH LEADING INSURERS

As well as our own range of insurance plans, we also work with many leading insurers to get you a great deal.



## OUR RELATIONSHIP WITH THE IAAF

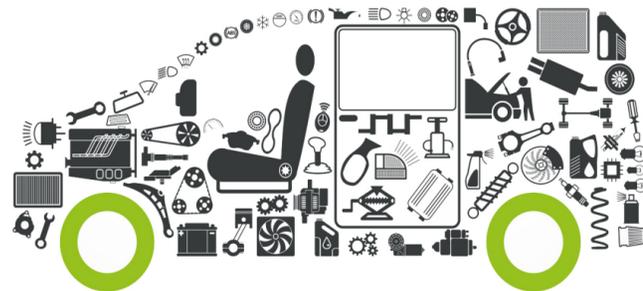
The IAAF's prime function is to promote and secure the future of the independent automotive aftermarket to the benefit of our members and the sector.

For some year's now they have recognised that employee benefits could play a key role in helping member companies develop and grow. As such they appointed APRIL UK, an employee benefit specialist, as their protection and health insurance partner. Together we help promote the benefits of

employee benefits and advise companies on how to best look after staff.

**“TAKE CARE OF YOUR EMPLOYEES AND THEY’LL TAKE CARE OF YOUR BUSINESS”**

Richard Branson, founder of Virgin Group.



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Insurance made easy.



# DISCOVER HOW EMPLOYEE BENEFITS CAN HELP YOUR BUSINESS



Maggie Norris,  
Employee Benefits Advisor

Like many other industries, I imagine attracting and retaining good staff is a constant battle for you. Employees aren't motivated by the same factors as previous generations such as a job for life. Instead they are now more likely to 'shop around for a better deal' and move jobs than ever before.

### WHEN THIS HAPPENS, IT CAN SERIOUSLY HARM YOUR BUSINESS

Constantly losing staff and their knowledge can pose difficult problems for any business.

There is the inconvenience of having to recruit and replace. But how long might this take and what guarantees do you have that you'll find a good one straight away?

Then there is the disruption of losing someone. Perhaps service standards will drop or you end up missing orders and letting customers down. That's not good for your reputation.

And what about the morale of other employees? It's only a matter of time before they start looking elsewhere and once their head is turned, their commitment and quality of work might also suffer.

Lastly there is the financial impact. Whichever way you look at it, poor staff retention is going to hit your bottom line and cost you money. And that isn't good news for any business!

Read on to find out how we can help you ►

### REASONS YOU SHOULD LOOK AT EMPLOYEE BENEFITS

Helps to attract and retain talented people

Proves you care about their health and wellbeing

Helps to keep your workforce healthy and motivated which can increase productivity

Keeps employees happy leading to increased loyalty and reduced staff turnover

Lowers absenteeism and protects your bottom line



APRIL UK - THE OFFICIAL PROTECTION AND HEALTH INSURANCE PARTNER TO THE IAAF

For more information please contact  
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