

# DARE TO GROW!

## 2017 CANADA SALES CONGRESS

The most impressive roster of speakers in the history of Canadian life insurance sales!



# HOW THE MASTERS SELL INSURANCE!

WEDNESDAY, MAY 24, 2017 • ALLSTREAM CENTRE, TORONTO

Register now: [canadasalescongress.ca](http://canadasalescongress.ca)

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THE *Insurance & Investment* JOURNAL

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# WHAT YOU'LL LEARN AT THE 2017 CSC FROM OUR **SALES MASTERS!**



## **DARE TO GROW**

- What to do to break out of average
- How to take your business to the next higher level
- What to change to appeal to today's buyer
- Can you be dramatically more productive and multiply your sales totals?
- Why life insurance can still be your business
- Understanding what the beneficiaries of your work really think
- What Top of the Table advisors do to be Top of the Table
- Why regulation does not have to knock you out of the business



## **SALES STRATEGIES**

- New ways of selling an old product – life insurance
- How proper client service leads to more business and more referrals
- New concepts for attracting prospects
- Selling to millennials
- Working with a client's professional advisors more effectively
- Stories that convince people to do the right thing
- How to sell it all and still specialize
- The power of seminar selling
- Integrating more insurance sales in your investment business
- International ideas that work in the domestic market
- The art of million dollar cases
- Sales tools you need to be a sales leader
- How to be better than a robo-advisor and artificial intelligence



**5 CE CREDITS AWAITING APPROVAL**

## **CLIENT COMMUNICATIONS**

- What to say to appeal to and attract today's client
- Simplifying your sales approach
- The undeniable power of asking
- How to position yourself and your business
- How to position whole life insurance with prospects
- Overcoming client concerns effectively
- The power of specific words in a presentation
- New ways of saying what you do
- "Motivating Stories" you can use
- How insurance makes a difference
- Speaking to business owners and executives
- The real value of the products you sell



## **PRACTICE MANAGEMENT**

- The required steps to building a successful life insurance business
- Using market regulation to build your business
- Developing junior associates
- The value and necessity of "making the calls"
- How to be dramatically more productive than you are today in less time
- What it takes to sell hundreds, not dozens of insurance cases every year
- Winning ideas on working with successors, especially family
- Handling business challenges in a unique way and winning
- Leveraging your personal strengths for serious business success
- Juggling family and a successful insurance business
- How to work with family – if you want to or have to
- How to drive performance with activity



## **BUSINESS DEVELOPMENT**

- The winning perspective on whatever happens in the marketplace
- Finding and developing a niche market
- The essentials on selling more
- Ideas that will inspire you enough to prospect
- Prospecting scripts and strategies to get clients to call you
- How to get involved in a market so you become the "go-to" person to call
- How to use marketing and advertising effectively and productively
- Working with elder clients





# “I PURCHASED DISABILITY INSURANCE AND THANK GOD I DID!”

– Greg MacLuckie

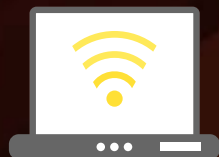
**Dr. Greg MacLuckie is not an advisor, but *Canada Sales Congress* attendees will be fascinated to hear his story on May 24th!**

Why? Because Greg wants to talk to you about what you mean to him. Without advisors like you and in particular without Paul Philip – the insurance agent who sold Dr. Greg MacLuckie his first disability insurance policy – Greg would never have been able to live a normal life again after tragedy struck.

His amazing story of trauma and recovery, and what he thinks about insurance and his agent today, is sure to inspire you deeply.

**You can change lives too... Let Paul and Greg tell you how!**

## TWO GREAT WAYS TO ATTEND THE CSC!



### LIVE STREAMING WEBCAST!

From Vancouver to St-John, join us for the *Canada Sales Congress* via our live streaming webcast! The *Canada Sales Congress* live streaming is offered to meet the growing demand of advisors from across the country who would like to participate but cannot attend due to the time or costs associated with interprovincial travel.

The registration fee for the live streaming service will, however, be the same as attending in person.



### ONSITE ATTENDEE!

Attend in person and re-energize your sales techniques in the company of 1200 other attendees at the event to be held at the Allstream Centre in downtown Toronto on May 24th.

Come experience the most exciting industry event of the year – our Sales Master’s ideas and inspiring stories will fuel your sales throughout the year!

You will also have the opportunity to network with colleagues in the lively Exhibitor’s Hall and at the Masters Gala Luncheon.


## SCHEDULE OF THE DAY


AM


PM


7:00 Continental Breakfast in the Exhibitors’ Hall

8:00  Kick-off and Introduction by Jim Ruta


8:15  **Jason Black**  
Powerful techniques that empower breakthrough success and turnarounds


8:45  **Lianne Pereux**  
How to convert hard work and belief into early life insurance success


9:00  **Rene R. Pereux**  
The hard whys and hows of selling more and bigger insurance cases

9:25  **Jerry Wiseblott**  
The insurance concierge approach to attracting business, loyalty and referrals

9:45 Coffee Break & Networking in the Exhibitors’ Hall

10:25  **Dr. Greg MacLuckie**  
“I purchased disability insurance and thank God I did!”

 **Paul Philip**  
“You can change lives too...”

11:00  **Tom Hegna**  
Special ideas, specific language and novel approaches that will help you multiply your life insurance sales in any market!

11:40 Networking in the Exhibitors’ Hall


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12:00 Masters Gala Luncheon

1:00 Networking in the Exhibitors’ Hall


1:20  **Presentation of the Joe Dickstein Scholarship**


1:25  **Bhupinder Anand**  
How to translate a complicated advice story into an easy to understand concept that makes prospects buy here in Canada!


2:00  **Léony deGraaf Hastings**  
How to create and own your market niche

2:20  **Stephen Pustai**  
The enduring lessons of a career of 64 years in the life insurance industry!

2:50 Coffee Break & Networking in the Exhibitors’ Hall

3:20  **Greg Pollock**  
Financial Advice For All Canadians is at Risk

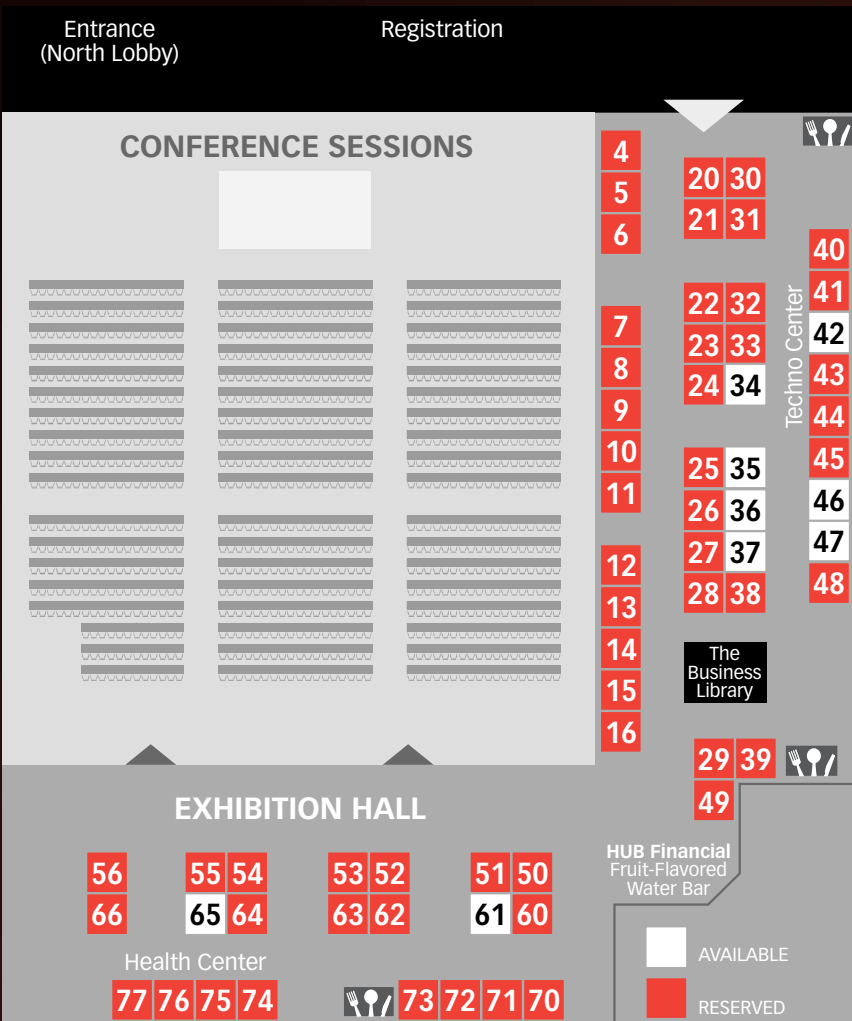
3:25  **A video presentation from Jim Burton**  
The role of advisors in the business families market: how to achieve inter-generational success

3:30  **Van Mueller**  
Discover how you can get people to call you and specific words you have to use to sell hundreds of cases per year!  
Never had the fortune of seeing the late Ben Feldman or John Savage speak? Here is the 21st century equivalent in production!

4:10  **Jim Ruta’s Highlights of the Day**

4:20 Cocktails and Prize Draws in the Exhibitors’ Hall





**ONLY A FEW  
BOOTHS LEFT.  
RESERVE  
YOURS TODAY!**

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# THE MASTERS GALA LUNCHEON: A NOT-TO-BE-MISSED EVENT!



Once again this year, the *Canada Sales Congress* is pleased to present the Masters Gala Luncheon! Sponsored by PPI Solutions, the Luncheon will bring together attendees for a delicious and elegant lunch. This wonderful gathering offers an ideal opportunity to network with industry colleagues.

Registered individual attendees do not have to reserve a place at the Gala. Seating will be available at the delegates' tables on a first-come, first-serve basis.

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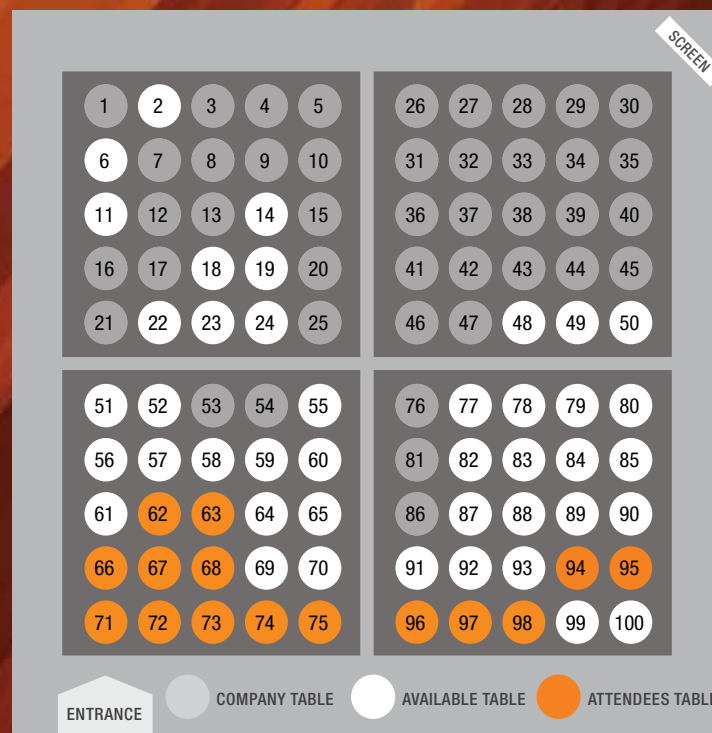


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To reserve a table, please contact **Julie Bertrand-Villemure**  
514 289-9595 ext. 246  
Julie.Bertrand-Villemure@insurance-journal.ca

FRUIT-FLAVORED WATER BAR



TOTE BAG



MASTERS GALA LUNCHEON



MOBILE APPLICATION



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PARKING LOT



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Fill out the online registration form: [canadasalescongress.ca](http://canadasalescongress.ca)  
OR

Fill out the subscription coupon below and return it to:  
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Ticket cancellation is no longer available (as of Feb. 19)  
No reimbursements will be issued. Tickets are transferable.

For more information:  
[reception@insurance-journal.ca](mailto:reception@insurance-journal.ca) or 514 289-9595, ext. 221

To register online: [canadasalescongress.ca/registration](http://canadasalescongress.ca/registration)

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MEAL SELECTION FOR MASTERS GALA LUNCHEON:  GOURMET  VEGETARIAN

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