Register now: canadasalescongress.ca

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

OUR MAIN SPONSORS

AN EVENT BY

ASSOCIATION PARTNER
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

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

5 CE CREDITS Awaiting Approval
“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

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<th>AM</th>
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<tr>
<td>7:00 Continental Breakfast in the Exhibitors’ Hall</td>
<td>12:00 Masters Gala Luncheon</td>
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<tr>
<td>8:00 Kick-off and Introduction by Jim Ruta</td>
<td>1:00 Networking in the Exhibitors’ Hall</td>
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<tr>
<td>8:15 Jason Black</td>
<td>1:20 Presentation of the Joe Dickstein Scholarship</td>
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<tr>
<td>Powerful techniques that empower breakthrough success and turnarounds</td>
<td>Bhupinder Anand</td>
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<tr>
<td>8:45 Lianne Pereux</td>
<td>How to translate a complicated advice story into an easy to understand concept that makes prospects buy here in Canada!</td>
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<td>How to convert hard work and belief into early life insurance success</td>
<td>2:00 Léony deGraaf Hastings</td>
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<tr>
<td>9:00 Rene R. Pereux</td>
<td>How to create and own your market niche</td>
</tr>
<tr>
<td>The hard whys and hows of selling more and bigger insurance cases</td>
<td>2:20 Stephen Pustai</td>
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<tr>
<td>9:25 Jerry Wiseblott</td>
<td>The enduring lessons of a career of 64 years in the life insurance industry!</td>
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<tr>
<td>The insurance concierge approach to attracting business, loyalty and referrals</td>
<td>2:50 Coffee Break &amp; Networking in the Exhibitors’ Hall</td>
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<td>Financial Advice For All Canadians is at Risk</td>
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<tr>
<td>10:25 Dr. Greg MacLuckie</td>
<td>3:25 A video presentation from Jim Burton</td>
</tr>
<tr>
<td>“I purchased disability insurance and thank God I did!”</td>
<td>The role of advisors in the business families market: how to achieve inter-generational success</td>
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<td>11:00 Tom Hegna</td>
<td>Van Mueller</td>
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<tr>
<td>Special ideas, specific language and novel approaches that will help you multiply your life insurance sales in any market!</td>
<td>Discover how you can get people to call you and specific words you have to use to sell hundreds of cases per year!</td>
</tr>
<tr>
<td>11:40 Networking in the Exhibitors’ Hall</td>
<td>Never had the fortune of seeing the late Ben Federman or John Savage speak? Here is the 21st century equivalent in production!</td>
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5 CE CREDITS AWAITING APPROVAL

Jim Ruta’s Highlights of the Day

Cocktails and Prize Draws in the Exhibitors’ Hall
**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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**COMPANY TABLES ARE AVAILABLE FOR RESERVATION**

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

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**TABLE OF HONOUR**

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- ADVOCIS
- CANADA LIFE
- CANADA SALES CONGRESS SPEAKERS
- DEJARDINS INSURANCE
- DSP HAMILTON
- EQUITABLE LIFE OF CANADA
- FORESTERS FINANCIAL
- FREEDOM 55 FINANCIAL
- GRYPHIN ADVANTAGE INC.
- HUB FINANCIAL
- INVESTORS GROUP FINANCIAL SERVICES
- INVESTORS GROUP OSHAWA/WHITBY
- MANULIFE
- NATIONAL FINANCIAL INSURANCE AGENCY INC
- PENSION PLANNING CENTRE
- PPI SOLUTIONS
- QUALIFIED FINANCIAL SERVICES
- THE EDGE BENEFITS
- THE INSURANCE AND INVESTMENT JOURNAL

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**CONFERENCE SESSIONS**

1. Family Enterprise Xchange
2. FSA Solutions
3. Financial Portfolios Group
4. Foresters Financial
5. GMG Group Medical Services
6. GroupQuest Benefits Resources
7. Home Trust Company
8. Humana Assurance
9. IA Financial Group
10. InsuranceNet
11. IAW
12. Kronos Technologies
13. La Capitale Insurance and Financial Services
14. Life Design Analysis
15. LivingFace Photography
16. Manulife
17. Manulife Securities
18. Maple
19. Microsoft
20. National Bank Insurance Firm
21. Ontario Blue Cross
22. Planplus / Solutions Archimied
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To register online: canadasalescongress.ca/registration

REGISTRATION FORM

CONFERENCE SESSIONS + EXHIBITION HALL + MASTERS GALA LUNCHEON + COCKTAIL
$215 (+ HST)

CONFERENCE SESSIONS + EXHIBITION HALL + COCKTAIL
$160 (+ HST)

EXHIBITION HALL + MASTERS GALA LUNCHEON + COCKTAIL
$99 (+ HST)

EXHIBITION HALL ONLY
Free (registration mandatory)

LIVE STREAMING WEBCAST
$215 (+ HST)

MEAL SELECTION FOR MASTERS GALA LUNCHEON:  
- GOURMET
- VEGETARIAN

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TITLE   COMPANY

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CITY   PROVINCE   POSTAL CODE

PHONE   EMAIL

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- INVESTMENT FUNDS
- FINANCIAL PLANNING
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