

# CANADA Sales Congress

Livestream event to take place  
on the *Insurance Portal*  
**October 20 & 21, 2021**



## Tools of the Trade

Tools of the Trade are all those skills, techniques, strategies, programs, and ideas that help us help more and sell more. These are the practical tactics that anyone can implement and use to build their business!

### New this year!

Discover the Master Tools of the Trade used by advisors with our **exclusive survey on the best tools** they use to bring them to the next level!

Our blue ribbon panel:



Don Hart



Brent W. Swatuk



Terry Zavitz

AN EVENT BY

**INSURANCE**  
Journal Publishing Group

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# Discover the World-Class program!

A two-day television event featuring compelling presentations by some of the industry's best — to help you be your best.

OCTOBER 20

11 am to 2:30 pm

- 11:00 Show Opening with **Jim Ruta**
- 11:10 **Adrian George**: You can Google your way to the Top of the table!
- 11:30 **Elke Rubach**: Stop telling people how good you are and help – making life insurance sales from planning!
- 11:55 **Tom Love**: Explanation of services – How professionals answer the question. What do you do?



**Networking break!** Time to visit the companies' Showcases and see what they have to offer!

- 12:40 **Milan Topolovec**: From professional athlete to professional insurance advisor — specializing in business insurance!
- 1:05 **Christopher Dewdney**: Talk less, listen more. You'll be pleasantly surprised by what happens next!
- 1:30 **Tony Gordon**: World-renowned insurance industry icon – no one makes selling simpler or more fun!



**2 pm to 2:30 pm**  
A question & answer period with speakers and networking

OCTOBER 21

11 am to 3 pm

- 11:00 Panel on "Tools of the Trade Survey" with **Don Hart**, **Terry Zavitz** and **Brent Swatuk**
- 11:45 **Jesse Vu**: How to Have Your Financial Cake – and eat it too!
- 12:05 **Don White**: Always End with the Beginning in Mind!



**Networking break!** Time to visit the companies' Showcases and see what they have to offer!

- 1:05 **Cindy David**: How and where Life Insurance fits into a financial growth strategy.
- 1:30 **Marnie White**: Honourably working to protect small businesses and the families who build them!
- 1:50 **Marv Feldman**: Timeless tenets for business building
- Selling what the product does
  - Asking the tough questions that make all the difference
  - Maintaining a successful work/life balance



**2:30 pm to 3 pm**  
A question & answer period with speakers and networking

SUBTITLES BY



# Don't miss the industry's event of the year!

Join us and access the motivating and educational content only available through the Canada Sales Congress TV Show!

[insurance-portal.ca/csc2021](https://insurance-portal.ca/csc2021)



**Get techniques & strategies**



**Get the pulse of the industry**



**Get tools to really grow**

## What you'll learn at the CSC

- Business Building and **Business Development**
- **Social Media** prospecting strategies
- Powerful **Sales ideas** to attract prospects
- The Power of a **Focus**
- How to profit from **Strategic Alliances**
- **Goal setting** and Activity management
- High Performance **Business models**
- How to use **sales technology** effectively

## Your registration includes

- Live access to the CSC on October 20 & 21
- Unlimited access until November 30, 2021
- An opportunity to earn IAFE CE credits (for the live and on-demand conferences)
- A virtual room to network with experts and peers
- Question & answer period with speakers
- Multiple chances to win prizes

**Register now!**

**Check out these testimonials to see what some of the attendees thought of the 2020 CSC TV Show!**

**"Fast, informative, strategic and tactical ideas to elevate my business. I love the short, deep segments!"**

— Thie C.L. Convery, B.Sc. (Hons), RFP, CFP, CIM, FMA, FCSI, Wealth Advisor

**"The variety of speakers and experiences. The length of each presentation was ideal for online engagement. Really focused on sales practices."**

— Kirsten Forsch, CHS, B.A. | Sales Coach  
Western Region | Co-operators General Insurance Company

## Be part of this innovative event!

Join the companies that have already confirmed their participation!



Visit the Industry Showcase page to discover what they have to offer: sales tools, webinars, giveaways and much more!

## Contact us now!



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