

What will the advisor learn from this presentation?

In this presentation, the advisor will learn how 2 IA hybrid products are ideal for 2 very different specific markets – the “Juvenile” and the “Elderly” markets.

Presentation Overview

Mike will demonstrate how approaching these markets will provide you with a sales focus that will assist you to become recognized as a “Creative Problem Solver.” More importantly the credibility you will gain from assisting these markets will prove to be valuable in the referral process.

By using these creative products, you will be able to carve out a niche for your marketing endeavours by using the products that you are licensed to sell.

You will learn how you can use these distinct products to penetrate 2 distinct market opportunities.

Introducing Michael (Mike) Amo, FLMI - Director of Sales iA Financial Group

Mike is in his 44th year in the Insurance Business. He started as a Head Office Underwriter for 9 years, moving to Product Development, Marketing and Agent Training.

After 11 years in the Various Head Office positions Mike entered the Field side of his career as an Advisor, moving to Sales Manager and Branch Manager. Mike has been a valuable asset to the iA Sales and Marketing Team where he has held his current position as Director of Sales for the last 18 years.

Mike is the father of 4 Daughters and proud Poppa to 4 Grandchildren. The 4 Daughters explains his white hair and love of Wine!!