



## **A Better Way to Do Business...Part 1: Express Elite - A Healthy Opportunity for Growth**

With the advancement of technology, the way in which we sell life insurance is changing. New markets are emerging along with very different preferences on how they choose to purchase goods and services.

In the presentation 'A Healthy Opportunity for Growth', we will look at the generational insights that are driving these changing preferences.

To appeal to this emerging market, we will provide a breakdown of our new product for healthy clients – Express Elite for up to \$500,000 in No Medical life insurance coverage.

We will put our product to the test will outline some common client scenarios in which Express Elite will be the ideal solution. With this great new product from Canada Protection Plan, it is time to do business better!