



**Matthew MacDonald, CHS, CPCA |
Sales Consultant | RBC Insurance**

Matthew MacDonald has worked with RBC insurance since 2005 and was hired shortly after his graduation from post secondary school.

He has held a few roles within RBC Insurance but has worked as a Living Benefits Specialist the majority of his career. His success in Living Benefits Sales is a direct result of his passion for this valuable coverage. Having gone through a disability himself he understands the need for this protection.



**Jeff Wright, CFP, RHU |
Sales Coordinator | QFS Canada**

Jeff has been in the industry for approximately 17 years in various capacities. He worked with 2 MDRT Life insurance

specialists and with another of Canada's largest MGAs as a Life Insurance Specialist, assisting Advisors with life insurance, issues/questions/illustrations and Presentations. Jeff was an independent Advisor in a P&C firm, supporting their home and auto clients with insurance and investment solutions and still work with his own client base. Prior to joining QFS, Jeff spent 7 years working with the late Dr. Ian Wexler, focusing on Living Benefits and assisting in structuring.

Location for all three seminars:

**QFS Concord
400 Bradwick Drive
Suite 102
Concord**

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**RBC
Insurance**

**Grow Your Business Today
With Living Benefits!**

RBC Insurance cordially invites you to attend
The QFS Disability Insurance School.

The opportunity to grow your business with Living Benefits in our industry has never been greater. Join us every Wednesday, August 6th, 13th, and 20th for RBC Insurance's proven DI sales success model and equip yourself with the tools you need to tap into this lucrative market. Don't sit on the sidelines while others grow their business with DI!



August 6th, 2014

August 13th, 2014

August 20th, 2014

“Don’t Wait - Grow Your Business Today; The Basics”

**Wednesday, August 6th
QFS Concord
10:00 am - 12:00 noon**

- “The Disability Boom” - Current trends, Canadian economy, The shift to self-employed
- Why is Disability Insurance so important? The facts - At a glance.
- Target Markets and Low Hanging Fruit - Clients with the greatest need.
- Sales Tools; Concepts to Grow Your Business
- Simplified Solutions - The Fundamental Series

“The Clients We All Want to Work With; High-Income Market”

**Wednesday, August 13th
QFS Concord
10:00 am - 12:00 noon**

- “The Disability Gap” - Growth in the middle-high income markets in Canada
- A Look at Corporate Executive Planning; Opportunities and Solutions
- Expand Your Market; Targeting new, younger audiences
- Innovative Solutions; DI for small or large groups
- Case Studies; Test your knowledge

“My Business Is My Baby; Getting In Front of Business Owners”

**Wednesday, August 20th
QFS Concord
10:00 am - 12:00 noon**

- “Differentiate with Disability” - Issues facing business owners in Canada
- Protect Your Business Owner Client’s Top Priority; Business income protection
- Target Markets and Sales Solutions; Fully underwritten or Simplified Issue
- Sales Tools; Concepts and approaches
- Corporate Shareholder Agreements; Don’t forget the DI Buy/Sell!

**BONUS!
Intro to Claims Adjudication!**