

What will the advisor learn from this presentation?

In this presentation, the advisor will gain a good understanding of critical illness insurance. They will learn that depending on their clients and prospects situations, there are different elements that can contribute to increasing their need for critical illness insurance.

In addition, this presentation will highlight some of the factors that make it so that the financial impacts of a critical illness are even greater.

Presentation Overview

Being diagnosed with an illness is something that can have a negative impact on an individual's personal, business and family finances. Critical illness insurance can provide financial assistance so that you can maintain your standard of living and focus on what matters most - recovery.

Patrick will bring to light the personal impact of Critical Illness for your clients, by focusing on the concepts of **'WHY'** and **'HOW'** it can impact them in their most crucial times, rather than just **'WHAT'** the product has to offer.