

# THE Knowledge PROGRAM



## Technical and market-based learning to apply in your day-to-day business

**This program aims to give you the belief and conviction to engage in complex insurance planning. The result is exceptional advice for your clients and business growth for you.**

The Knowledge Program from PPI delivers technical know-how and sales confidence. Our courses supply you with tangible sales ideas that you can immediately apply in your practice. The sessions incorporate multi-media presentations, interactive classroom discussions and a variety of review material for your ongoing reference, and are eligible for Continuing Education credits.

### THE BUSINESS INSURANCE MARKET

- Corporate Structures and Taxation
- Life Insurance Taxation
- Shareholder Agreements
- Corporate Owned Insurance
- Sales Ideas and Case Studies

### EXCELLING IN THE FAMILY MARKET

- Beneficiary Designations
- Estate and Will Planning
- Power of Attorney and Health Care Directive
- Planning With Trusts
- Sales Ideas and Case Studies

### LIVING BENEFITS – THE BASICS

- Identifying the Opportunity
- Understanding DI, CI and LTC
- Making a Claim
- Handy checklists and articles

Contact your local PPI office today to find out how you can be enlightened and enriched by The Knowledge Program.

**Visit [www.ppi.ca](http://www.ppi.ca) to find an office near you.**



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