

New. Business. Now.

Submitted by Josh on June 18, 2014 - 10:34am

Faster.Easier.Drive Results with New Business Now

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Get started with New Business Now:

- [Guide to New Business Now](#)
- [Questions and answers](#)
- [New Business Now online training courses](#)

Faster, easier, drive results: these traits are key to successful businesses. They help you offer superior value to clients and take your business to the next level.

These traits are what [New Business Now](#) is all about.

Watch a short video: [Faster. Easier. Drive results.](#)

Faster. Easier. Drive results.

With New Business Now, leading-edge technology combined with a new way of handling insurance business means you can save time and cover clients up to one-third faster than before. This makes it easier than ever to place new business, help you drive results and grow your business.

Here's what you can expect:

- **Pre-fill information.** Have standard information automatically pre-filled in your web applications. Start apps at the office so they're ready for you to complete when you go online in client meetings.
- **Complete app in one meeting.** Web apps can help you take care of business in one client meeting, without extra follow-ups. That's because web apps take you through the questions pertinent to clients and then give you a list of underwriting requirements.
- **Evidence ordered automatically.** Canada Life can automatically order evidence so you don't have to. You control what's ordered automatically.
- **Get the client information you need the first time.** Submit clear and accurate information so you don't need to go back to clients.
- **You're done in one visit.** Insurability, instant decision and immediate first premium payment through credit cards can be done at once.
- **Combine life, critical illness and disability insurance.** Paper, tele and web apps combine life, critical illness and disability insurance in one app. So it's easier to apply for broader protection and to cross-sell products based on the client's needs. Life insurance-only paper apps are also available.
- **Automatic processing.** All paper apps and web apps that don't qualify for instant decision are referred to an underwriter or sent for straight-through processing.

With New Business Now, you'll have more time with clients and more time to grow your business.

To get the most out of the New Business Now experience:

- [Prepare by taking online courses](#)
- [Set your notification preferences](#) to receive automatic application status updates. Sign up today and you could win a great prize through our [Sign up to win contest](#).

For more information about New Business Now, contact your MGA, branch office or your local regional marketing centre.

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