

Jane Blaufus, CLU

International Speaker | Bestselling Author | Business Coach

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Keynotes

Courageous Conversations - Start the Dialogue, Build the Trust, Client for Life

Every day financial advisors begin 'courageous conversations' with prospects and clients to *start the dialogue*, so they can *build the trust* relationship and turn these individuals into a *client for life*. Join Jane as she shares through the 'eyes of the client', proven strategies to help advisors navigate their way through these important conversations.

Women & Wealth

There is a changing face of wealth in North America. By 2026, women will control close to half of all accumulated financial wealth. Are we ready to work with this influential segment and are financial advisors equipped to have the necessary 'courageous conversations' to provide the expertise and education to help other women deal with this impending financial tsunami? What are the implications for both the industry and financial advisors?

The Heart of the Matter

The insurance business is a 'human' industry that is made up of living and breathing relationships, not simply transactions. It always has been and it always will be. Our products and services are purchased from the heart and backed up by logic, not the other way around. People buy what advisors recommend because they love someone or want to protect something. Therefore, it is critically important for advisors to know how to get to "The Heart of the Matter", the right way.

"We had the pleasure of having Jane keynote for our HUB Day road shows in nine Canadian cities over a two-week span. Her presentation was powerful and connected deeply with the core of our advisor base recognizing the significance and importance of the work they do with their clients. I would highly recommend Jane!"

Chris Di Salle, EVP, Chief Sales Officer, HUB Financial

Jane was the keynote speaker at our Life Brokerage Exchange where she shared a real world experience about the great work that Financial Advisors do to cover the risks that families face. She also provided the audience with great coaching tips to use when they are attracting and developing relationships with Advisors. I would highly recommend Jane!

Jeff Barker, Senior Vice President AIG



janeblaufus



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theblaufusgroup.com

Jane's bestselling book, **WITH THE [STROKE] OF A PEN: Claim Your Life**, and companion planning binder are recognized as two of the most comprehensive planning resources available for families, individuals and business owners alike.

She brings to the table over 25+ years of hands on experience as an advisor, sales manager and executive. Today she is the founder of The Blaufus Group Inc. based in Toronto, Canada.

MDRT 2023 Global Conference Singapore
MDRT 2016 Vancouver, British Columbia

MDRT 2019 Miami, Florida

MDRT PEAK 2017 Pattaya, Thailand
Frequent Guest Expert, National TV/Radio

