

You're approved, right now, with New Business Now

Submitted by Josh on July 7, 2014 - 9:58am

Tell qualified clients, "You're approved, right now."

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With New Business Now, qualified clients are approved right now.

Imagine telling qualified clients "You're approved, right now?" while you're still meeting with them.

Sound far-fetched? Think again? It's called instant decision and it's a key feature of web-based New Business Now. Industry-leading technology will be available starting July 14.

Watch a short video "You're approved, right now."

Here's what you can expect:

- **Instant decisions, instant approval.** Instant decision applies to web applications (not paper or tele-app) that meet the criteria. For example, life insurance under \$250,000, up to age 45, or critical illness insurance up to \$50,000 on standard risk, standard insurability.
- **Pre-approved cross-sell.** The instant decision process can also pre-approve a life or critical illness insurance opportunity. You can choose whether to offer it to clients based on their needs.
- **Payment by credit card.** Instant decision lets you accept initial payment via credit card in addition to standard cheque and online banking.

Instant decision, instant approval: that's what puts the NOW into New Business Now.

New Business Now goes live in two weeks. Have you:

- **Familiarized yourself with the web application?**
- **Taken online courses?**
- **Set your notification preferences?** Sign up today to win a prize through our [Sign up to win contest](#). Some prizes to date include a BOSE® Wave® Radio III Bluetooth® bundle in Vancouver and a Dell Venue Pro tablet in Calgary.

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

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