

# “Where else can you achieve so much so quickly?”

*Gord Clements of Vancouver, a 23-year-old student at the University of British Columbia, had been thinking of joining a stock brokerage firm on graduation — until he met a marketing executive from London Life. That was a couple of years ago. Today he's a successful London Life representative — and a man who is convinced that no other field can offer so much to the college graduate. Read why.*

At first, Gord thought the life insurance business had more than its share of hang-ups. As he put it: “I thought a life insurance salesman was a plodder, a man who pounded on doors day and night. And I thought everyone had insurance anyway, so there was really no market for the product.”

But Gord had an open mind. He was curious. So he talked with a couple of his professors, who cleared away many of his misconceptions. “They helped me realize that selling insurance takes technical knowledge and skill in influencing people. Plus imagination and creativity, because you're working with an intangible product,” says Gord. “They also pointed out that insurance offers real opportunity, a great deal of responsibility, and even the chance to name your own income.”

Gord still had doubts. But life insurance now held some appeal for him.

## VIGOROUS COURSE

After an aptitude test, and a series of interviews at Vancouver and the company's head office in London, Ontario, Gord was invited to join the London Life team. On graduating from university in 1967, he began a 21-month training and development program. During the first three months he was at London, where he was given a thorough training in professional salesmanship, and a background knowledge about such subjects as the uses of insurance, financial planning, business insurance, taxation and group insurance.

*(From his first day with London Life, the college graduate receives an assured income plus the opportunity for additional earnings.)*

## UNLIMITED POTENTIAL

“By the time I completed the course, and returned to Vancouver to work with a regional manager, I realized that the life insurance market is unlimited, and therefore unique. That's because insurance is the only product *everyone* needs. And most people need more than they own.”

*(Early in his career, the life insurance salesman is given a significant job with a great deal of responsibility. His work has a beneficial im-*



*... pact on the lives of his policyowners, and a direct effect on his own success and on the success of his company. In many other industries, a man might have to wait five or ten years for opportunities and responsibilities as meaningful.)*

“I found out, too, that most people buy insurance many times during their lives, and for a variety of reasons. That's because insurance has so many uses. People who already own insurance, therefore, are willing to buy more as their needs increase. Because the market is so broad, you can build your own clientele, and you can do it by picking people with whom you want to do business.”

*(More than any other people, Canadians appreciate the value of life insurance, because they buy more. And Canadians own more life insurance with London Life than with any other company.)*

## EARLY INDEPENDENCE

“Apart from what insurance can do for the public, I know what it has done for me. Like most students, I was in debt when I graduated. My only asset was a commerce degree. Today, most of my debts have been paid off and I am beginning to accumulate some fairly substantial assets. Frankly, I can't think of another field in which you can achieve so much so quickly. Insurance is the job for the young man who wants real opportunity, who wants to get into business for himself, and who even wants to name his own income and achieve financial independence at a relatively early age.”

*(At London Life, you have the opportunity to grow. Plus the freedom and help to develop your own skills, knowledge and income at the pace you choose. Nobody holds you back. There is no limit to what you can accomplish. If you wish, you can build your entire career in sales — or, if you prefer, you can move up to management.)*

To learn more about London Life, ask your placement officer for the booklet “A Career for You with London Life.” Or arrange an interview with a London Life representative.

Interviews will be held on campus November 22

## London Life Insurance Company

Head Office: London, Canada