

**UBI "OUR BEST ALWAYS"
NEWS TO "U"**



UNITED BENEFITS, INC.

Vol. 79 No. 7

Richardson, Texas

NEW RECORD

June Winner

Olinka Gomez!!

22,421 points

*Agent with the highest monthly points
wins \$750.00 and 500 bonus points
(\$1000.00 if over 10,000)*

WAY TO GO!

Olinka!!!

*Agents with over 4,000 points win \$200.00
(\$500.00 if over 5,000 and \$750.00 if
over 10,000) Additional June Winners:*

★ William N Morris	★ 19,223 Points
★ Jose Luna	★ 16,846 Points
★ Blanca I Orozco	★ 8,617 Points
★ Amos Ruiz	★ 8,415 Points
★ Maricela Martinez	★ 7,787 Points
★ Timothy Brown	★ 5,962 Points
★ James A Richter	★ 5,875 Points
★ Roberto Rodriguez	★ 5,642 Points
★ Joanna A Lopez	★ 5,470 Points
★ Maria D Fernandez	★ 5,396 Points
★ Mark E Welch	★ 4,813 Points
★ Ronnie Nutt	★ 4,626 Points
★ Tim Wilson	★ 4,600 Points
★ White Family FH	★ 4,473 Points
★ Martin Garcia	★ 4,417 Points

United Benefits set a record for new business issued this past month, June of 2017. For the month, the policies issued by our home office staff resulted in total agent points of 227,712. This beat out the old record of 209,000 points that was set in March 2016. It is an event worthy of celebration!



This new record reflects the hard work and expertise of our home office staff. Consistently the strongest and best in the industry, our staff continues to grow and improve.



Also, of course, it reflects the hard work and sales success of our agents, along with our participating funeral homes. This has been and remains a particular strength in our organization. We thank you all. Our agents and funeral homes do a great job for us and for their clients.

We strive to be the best in the business, to become the leading provider of preneed insurance in the states of Texas and Oklahoma. To that end, we recommit to you our customers that we will always work hard to put you first.

More and more funeral homes and agents are signing up with United Benefits, recognizing our superior products and home office service. As this continues to be the case, United Benefits is continuing to expand. As a result, we will be moving to a larger home office facility here in Richardson this fall. More details will be available as we approach the move.

Quotes for the Month:

"Our doubts are traitors and make us lose the good we oft might win by fearing to attempt." William Shakespeare

"Things may come to those who wait, but only the things left by those who hustle." Abraham Lincoln



TOM SAYS...

CLOSE WITH ENTHUSIASM, CONFIDENCE AND STREET SMARTS

I think we can all agree that if we are to become a superstar sales person, we have to learn to close the sale. And IT IS NECESSARY THAT YOU LEARN TO CLOSE; it is not a natural skill for most of us. So after the basics of learning all you can about the industry, the company, the company's products, putting together your sales material and practice, practice, practice your presentation, the next step is to learn what it takes to be a superstar closer. Remember also that closing is not just an event during your presentation, you start closing the minute you start.

You can begin with an honest assessment of your attitude and the amount of confidence you bring to the table.

The most important thing about a closer's attitude is that he must develop ever-present, overwhelming enthusiasm. Enthusiasm is the one ingredient that makes us special and it develops a power in us that makes us indestructible. Enthusiasm radiates and lights up a room and shows your prospect that you like your job, the company you work for and the people you work with. Enthusiasm can turn a mediocre salesperson into a top closer, a pessimist into an optimist, and an under-achiever into a hustler, all in a heart-beat. Enthusiasm is a must for the superstar sales person and is a building block for confidence.

The superstar sales person must show confidence; you must believe in yourself. Confidence is showing outwardly the results of your knowledge, preparation and experience. However, be careful, it is not boasting. When you show confidence in yourself, your prospect will also begin to feel confident in you and belief in the things you say. A confident sales person will immediately begin building trust and credibility with the customer. It shows a prospect how you feel about yourself. It helps you stay calm and professional when the customer has difficult questions or when problems come up during the presentation. The one quality that every successful salesperson has is confidence in his or her ability. Confidence can make or break a sale, so maintain it throughout the sales presentation.

Additionally, use your prospect's name often during your presentation and especially as you begin the closing. It is one of the most powerful closing tools available to you. The sound of a person's name will evoke positive feelings and make them much more receptive.

There is an old French Proverb that says "All the treasures of Earth cannot bring back one lost moment". So the timing of your close is ultra important. It is true that you can talk your way out of a sale. Pay close attention to your prospect. Learn the non-verbal buying signals that the prospect is ready to buy. (They are listed on page 3 in this newsletter.) When you see any of these signals, stop talking and start writing up the sale.

So train yourself to be enthusiastic, confident and alert to the prospect's non-verbal signals. You too can become a CLOSING SUPERSTAR.



A handwritten signature of Tom R. Elam in cursive script, written in black ink on a light-colored background.

Watermelons and Peaches

July is high season for two of the best summer fruits: watermelons and peaches.

Watermelons are mostly water - about 92 percent - but this refreshing fruit is soaked with nutrients. Each juicy bite has significant levels of vitamins A, B6 and C, lots of lycopene, antioxidants and amino acids. There's even a modest amount of potassium.

Peaches are very low in saturated fat, cholesterol and sodium. They are also a good source of dietary fiber, vitamin A, niacin and potassium, and a very good source of vitamin C.



A Wish for a Little Adversity?

From a speech at a middle school graduation last month:

“From time to time in the years to come, I hope you will be treated unfairly, so that you will come to know the value of justice. I hope that you will suffer betrayal because that will teach you the importance of loyalty. Sorry to say, but I hope you will be lonely from time to time so that you don’t take friends for granted. I wish you bad luck, again, from time to time so that you will be conscious of the role of chance in life and understand that your success is not completely deserved and that the failure of others is not completely deserved either. And when you lose, as you will from time to time, I hope every now and then, your opponent will gloat over your failure. It is a way for you to understand the importance of sportsmanship. I hope you’ll be ignored so you know the importance of listening to others, and I hope you will have just enough pain to learn compassion. Whether I wish these things or not, they’re going to happen. And whether you benefit from them or not will depend upon your ability to see the message in your misfortunes.”

The speaker was Chief Justice John Roberts of the U.S. Supreme Court, whose son was one of the middle school graduates.

TEN MAJOR NONVERBAL BUYING SIGNALS

The following changes in your prospect's appearance usually indicate an increased interest in your product or service. When you notice these signals, use a trial close.

1. You notice a subtle change in your prospect's facial expressions. The lines begin to relax, and smiles begin to appear.
2. Your prospect leans forward or moves closer to you.
3. Your prospect begins to mirror your positive gestures or postures.
4. You notice an unusual sparkle in your prospect's eyes.
5. Your customer's hands begin to relax; you notice open palms.
6. Your prospect picks up your product (or brochure) and studies it with great interest.
7. Your prospect begins to examine your contract.
8. Your prospect answers your summary statement with repeated head nods.
9. Your prospects exchange approving glances with each other.
10. You notice pleasant sounds like humming or whistling.

WHEN YOU NOTICE ANY OF THESE SIGNALS – DON'T HESITATE – CLOSE!



Happy Birthday!!!



Joan Rose
July 17

