



Enhancing Valuable Agent-Beneficiary Relationships

Are life insurance Agents really doing a sufficient job in meeting the critical needs of the beneficiary? A recent LIMRA study showed some positive statistics that will encourage Agents to do even better!

90%

Widows and widowers were satisfied with the way their death claim was handled.

60%

Beneficiaries said the insurance industry met their expectations.

30%

Beneficiaries said their expectations for quick payment, concise forms and courteous treatment were exceeded.

By incorporating the following tips into your service agenda, you can experience a boom in your life insurance sales with higher renewals and customer referrals!

- Be a resource for information, services and ideas.
- Explain the payment process so beneficiaries know what to expect.
- Make consistent personal contact throughout the life of the policy.
- Provide updates/reviews of the life policy.
- Show you care by offering sincere condolences and/or referral to a qualified counselor when a loved one dies.
- Manage young beneficiaries as customers by maintaining their important information in a database and following up with them.



United American shows its dedication to its customers by offering the best life product line on the market — our 400 Series Life portfolio. If you'd like more information about these plans, call Ron Polston at (972) 569-3616.