

## Withstanding the test of time

At 27 years and counting, Thomas R. Christy is in the midst of one of the longest runs of any UA Independent Agent.

Mr. Christy was appointed in November, 1973. He is still on the rolls as an active Agent today despite a tragic accident that almost paralyzed him 10 years ago.

While cleaning out the gutters of his home, Mr. Christy fell from a ladder and broke his back. He still wears a back brace, but gets around without aid.

Mr. Christy recently visited the home office and spoke with UA officials.

“The thing that is most impressive about Mr. Christy is that, despite the accident, he still writes when he can and he still receives a substantial monthly renewal check,” Jim Sherritt, UA Assistant Vice President said. “He’s a good example of how persistency pays.”

During his visit to the home office, Mr. Christy talked about some of his selling strategies.

“It’s a very solid, common-sense approach to sales,” UA President Gene Grimland said.

“They are basic ideas, but certainly are well shared with some of the younger Agents.”

### Here are some of **Mr. Christy's tips:**

- 1 Interview the prospect under favorable conditions. That is, try to eliminate distractions like television or radio.
- 1 Get out of the living room. Try to talk with the prospect at the dinner or kitchen table where you can speak to both/all of the prospects at the same time.
- 1 Stress the need for insurance coverage and how UA's products can help provide a measure of financial freedom.
- 1 Review the prospect's existing coverage. DO NOT HARM, but build around the existing coverage.
- 1 Leave a brief sheet, or outline of coverage, and then hand deliver the policy to the customer. Always staple the outline of coverage to the policy for quick reference.
- 1 Stress that total policy service is just a phone call away.
- 1 ASK FOR REFERRALS!!!
- 1 And the most important NEVER, NEVER present a policy unless both the husband and wife are present together.

*Thank you, Mr. Christy, for your continued support and dedication to United American and your customers.*



*Independent Agent  
Thomas R. Christy*