

Boost Your Service Efforts By Providing That Extra Touch

In today's society with fast-pace this and electronic that, there is still one thing customers want — *service*, before and after the sale!

According to many customer service resources, it is the little things that mean a lot to customers. At United American we appreciate the little things, and we work hard to provide you with that extra touch your customers are looking for. Below is just one of the tools UA provides that will help you boost your service efforts.

Put United American's **Welcome Kit** (available in all states except *Alaska* and *Montana*) to work for you and watch your persistency soar! For less than a dollar (**\$.85 to be exact**) you can provide your life and health customers a convenient, professional way to keep their important United American insurance documents in a safe place at home or locked away in a safety deposit box. And it is an inexpensive way to show customers you care!

Consider these *Welcome Kit* features:

- Sturdy, 10" x 6 5/8" navy blue, vinyl folder
- Folder designed to contain the policy, *Memorial Guide* and other important documents
- Pockets for *your business card*
- *Thank You Card* with envelope
- *Referral Lead Card*
- **Low Cost!** *The Welcome Kit folder is just 75 cents!*

Thank You Card — (TYK 2000)

Included in the *Welcome Kit* is a *Thank You Card* and envelope you can purchase for a nominal fee. This pre-printed card thanks customers for placing their trust in you, and is an excellent way to improve your persistency.

The cost of the Thank You Card with envelope is just 10 cents!

Referral Lead Card — (LWK BRC 9/00)

Also included in the *Welcome Kit* are *Referral Lead Cards* which encourage your satisfied policyholders to provide you with names of friends or family members looking for coverage.

The Referral Lead Card is FREE!!



HELP YOUR FRIENDS AND FAMILY

We appreciate the opportunity we have had to serve your insurance needs. If you know of someone else that could use a review of coverage, fill in the name and address below. We will be glad to meet whomever you name without obligation.

Name: _____
 Address: _____
 City: _____
 Phone: () _____

My Name: _____
 Address: _____
 City: _____
LWK BRC 9/00

BUSINESS REPLY MAIL
 FIRST-CLASS MAIL PERMIT NO 25 MCKINNEY TEXAS

POSTAGE WILL BE PAID BY ADDRESSEE

ATTN SALES MARKETING
 UNITED AMERICAN INSURANCE COMPANY
 PO BOX 8080
 MCKINNEY TEXAS 75070-9919

NO POSTAGE
 NECESSARY IF
 MAILED IN THE
 UNITED STATES

Customers value quality service, and it is the little things, like UA's *Welcome Kit*, that help keep customers loyal!

Order Information

Place your order now for these "**Must Have**" items — Total cost is **only \$.85!**

Call: (800)285-3676, **Fax:** (405)752-9341 or **E-mail:** uaagentsupply@torchmarkcorp.com