

# SALES TOOLS

## Fill Your UA Toolbox with These

### Life

- ▲ Agent Training Sales Tips (UALST R96) — FREE
- ▲ Memorial Guide (F2445) — FREE
- ▲ Life Buyer's Guide — FREE
- ▲ Print Ads — AD-137, AD-138R96, AD-139, AD-140, AD-141 — FREE
- ▲ Lead Cards — LC-48R95, LC-49R95, LC-50R95 — \$25/1,000 (\$20/1,000 on orders of 10,000 or more)
- ▲ Final Expense Presentation — \$12.00

### Underage Health

- ▲ HSXC Print Ad AD-144 — FREE
- ▲ HSXC Lead Card LC-52 — \$25/1,000 (\$20/1,000 on orders of 10,000 or more)

### Cancer

- ▲ CANB Agent Training Brochure (CANBTIPS-95) — FREE
- ▲ CANB-1 Sales Brochure (CANB-1 R97) — FREE
- ▲ Plastic Stand with Display Insert Sheet (for CANB-1) — \$10 EACH
- ▲ Print Ad — AD-135R96 — FREE
- ▲ Lead Card — LC-47R95 — \$25/1,000 (\$20/1,000 on orders of 10,000 or more)

*These tools are available to order through Supply. Training pieces may be used immediately in all states. Check your current Marketing Tools Chart for availability of sales pieces.*

**Agent Training Slide Show**

**Final Expense Presentation**

**A.M. Best Mini Brochures**

**Final Expense**  
**Whole Life Protection Plan**  
*For Peace of Mind Today — And a More Secure Tomorrow*  
united american insurance company

**UNited AMERICAN'S NATIONAL STANDINGS ARE TOP RATED!**  
*But don't take our word for it. Read what these three industry rating authorities have to say.*

**A+ SUPERIOR**

**A.M. Best**  
Overall Company Rating  
Standard & Poor's  
Class: **AA** Excellent

**AA EXCELLENT**

**Standard & Poor's**  
Class: **A+** Excellent

**A+ EXCELLENT**

**United Research**  
Financial Rating  
Class: **A+** Excellent

**LOOK AT THIS**

**CANB-1 Sales Brochure**

**Have you got up to \$50,000 CASH if the doctor says you have CANCER?**

**Memorial**

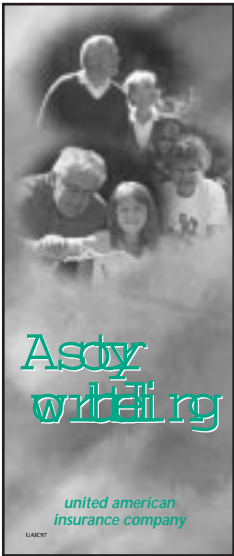
**MEMORIA**

**Plastic Display Stand w/Insert**

united american insurance company  
Tom Walker  
AGENT  
P.O. BOX 8888  
MCKINNEY, TX 75070-8888

# Great Sales and Training Pieces!

## UA Company Brochure Form F2777



**LTC Gold  
Advertising Brochure**

**LONG  
TERM  
CARE  
INSURANCE**

INSURANCE CO. OF AMERICA

+ Expedite Incurred Nursing HOME Coverage

## Long Term Care

- ▲ LTC Classic/Gold Agent Guide (F2540) — FREE
- ▲ LTC Consumer Questionnaire (CQ97) — FREE
- ▲ Long Term Care Buyer's Guide — FREE
- ▲ Print Ad — AD-143 — FREE
- ▲ Lead Card — LC-53R97 — \$25/1,000 (\$20/1,000 on orders of 10,000 or more)
- ▲ LTC Diskette: "Personalize Your Proposals Diskette" (Windows 95) — FREE

## Medicare Supplement

- ▲ Medicare Buyer's Guide — FREE
- ▲ '98 Side-by-Side Guide (F2566 R98) — FREE
- ▲ '98 Medicare A/B Chart — FREE
- ▲ Print Ads — AD-119-120R95, AD-121-122R95, AD-127-128R95, AD-132R95, AD-142R96 — FREE
- ▲ Lead Cards — LC-40R95, LC-43R95, LC-51R96 — \$25/1,000 (\$20/1,000 on orders of 10,000 or more)
- ▲ Policyholder Testimonial Flyer (Form PHR98) — FREE
- ▲ ACF Partners Agent Training Brochure (F618 R-3/97) — FREE

## General

- ▲ UA Company History Brochure (Form 2777) — FREE
- ▲ UA Presentation Folders — \$7.50/package of 10
- ▲ UA Product Review — FREE
- ▲ A.M. Best Mini-Brochures — FREE
- ▲ Agent Salute Print Ads — AD-129-130 — FREE
- ▲ UA Ratings Guide — FREE
- ▲ Agent Training Slide Show and Manual — \$10/SET or \$3/MANUAL ONLY
- ▲ UA Partners Agent Training Brochure (F633 R1/98) — FREE

## Guide

## L GUIDE



**POLYHOLDER TESTIMONIALS**

"So Right Fit", Please! Policyholder

Dear Sir:

I am writing to let you know how pleased I am with the service you have provided. I have been a policyholder for many years and the service you have provided is excellent. I have been a policyholder for many years and the service you have provided is excellent. I have been a policyholder for many years and the service you have provided is excellent.

Sincerely,  
George K. California

Fast Service, Making Recovery Easier

Dear Sir:

I am writing to let you know how pleased I am with the service you have provided. I have been a policyholder for many years and the service you have provided is excellent. I have been a policyholder for many years and the service you have provided is excellent.

Margaret A. Missouri

Quality Service, Gives Peace of Mind

Dear Sir:

I am writing to let you know how pleased I am with the service you have provided. I have been a policyholder for many years and the service you have provided is excellent. I have been a policyholder for many years and the service you have provided is excellent.

Russell W. Indiana

Coverage, Impacts Client's Family

Dear Sir:

I am writing to let you know how pleased I am with the service you have provided. I have been a policyholder for many years and the service you have provided is excellent. I have been a policyholder for many years and the service you have provided is excellent.

Sincerely,  
George K. Missouri

Policyholder Compliments: Perfect Response

Dear Sir:

I am writing to let you know how pleased I am with the service you have provided. I have been a policyholder for many years and the service you have provided is excellent. I have been a policyholder for many years and the service you have provided is excellent.

Sincerely,  
George K. Missouri

## Policyholder Testimonials Form PHR98