

FINAL EXPENSE

Pesistency is the Key to Life

We must all keep in mind that, although big production numbers are nice to talk about, the key to your income and long-term success with United

American is persistency.

Policies must stay in force or everyone loses — the customer, the Agent and the Company. Use common sense when you are in the field and sell

what the customer can afford. It takes extra effort on your part to do a little fact finding during your presentations to see what your client can afford. Your renewal commissions are your retirement, so it's important to keep the business in force.

We suggest you tailor premiums to the client's ability to pay. That is, sell dollar amount not face amount. Sell \$20 or \$30 per month instead of even face amounts which sometimes create premiums that are too large.

While we are having the greatest year in the history of United American in Life Production, we can make it even better. Read on for more helpful tips on selling life.



Ron Polston
Senior Vice
President,
Life Sales

The Facts

Final Expense Life insurance isn't something people want to think about. But everybody needs to recognized the need for it! Today when most people die they leave behind financial hardships – funeral costs, healthcare payments and other costs associated with final expenses. That's why it is important to be prepared and plan ahead for final needs. This is where you, the Agent, can be of assistance.

It's up to you to guide your prospect through the sale. They're not the professional – you are. Explain the need, the process and the policy.

What Do You Expect Out Of Life?

A life expectancy table and the rate of inflation can help determine how much life insurance a client needs for Final Expense.

For example, a male client age 65 can expect to live at least 15.9 years according to the life expectancy table provided by the *ACLI Life Insurance Fact Book* (see table, right).



Jim Larkin
Vice
President,
Sales

The old "banker's rule of 72" says prices will double in 10 years (based on a 7.2 percent rate of inflation). Therefore, a funeral that costs \$3,500 to \$4,000 today will cost \$7,000 to \$8,000 when the client dies.

While, of course, these figures are not precise, nor can it be predicted exactly, this information can help solidify your sale with logic and a time-tested formula.

Life Expectancy Chart

(Life expectancy of males and females in 1997)

Age	Male	Female	Total
Under 1	73.6	79.4	76.5
15	59.4	65.1	62.3
25	50.1	55.4	52.8
35	40.8	45.7	43.4
45	31.8	36.3	34.1
55	23.3	27.3	25.4
65	15.9	19.2	17.7
75	9.9	12.1	11.2
85	5.5	6.6	6.3

According to the 1999 *ACLI Life Insurance Fact Book*

f Life

Put your prospect before yourself. Take time to explain the benefits properly and thoroughly; do what it takes to help make them comfortable with you and the product.

Purchase a UA life product for you and your family. You are your best marketing tool. It's easier to sell a prospect when you've had first-hand experience with the product and the company.

Overcome any doubts your prospects may have by providing a summary of their needs (see Page 8) and how the policy fulfills those needs. Don't give them a reason to say no.

Help Us Help You!

At United American, we know that as an Agent you have the opportunity to write with a variety of insurance companies. That is why we value each and every one of you and strive to give you and your clients the best possible service available.

To help insure that you get paid promptly and correctly, listed below are a few of the most common mistakes made:

1. Application not signed by Applicant and/or Agent
2. Agent number missing
3. Wrong application for State of Residence
4. Date of birth omitted
5. Health questions not answered
6. Bank authorization not signed
7. Voided check missing (deposit slips or counter checks are not acceptable)
8. No money received with application
9. Replacement forms and ABR1D1 forms (where applicable) are not received
10. Wrong plan written for premiums charged



Betty Simpson
Assistant Vice President

Help us help you! If you incur a situation where you need assistance, please let us know.

We want UA to be your one and only company.

Are You Working Hard Enough?

Sometimes, questions can be answers:

How hard are you working? How many days a week?

Gloria Mora How many leads are you working? How much faith do you have in your leads? Do you know that we are one of

the few select group of people that get leads?

How much do you believe in yourself? How much faith do you have?

How soon before you give up? How many times do you go see a no-show? Do you go as many times as needed until you see them?

How well do you know your product? How well do you know your company? Do you know how many products UA has available to us?

How do you keep your clients on the books? Are you putting your clients first or are you putting your pocket first? Are you giving them what is best for them or what is best for you?

Are you enjoying what you do? Are you enjoying the day-to-day process or just payday? Who's going to win? Are you?

"In the confrontation between the stream and the rock, the stream always wins, not through strength, but through persistency."

Gloria Mora is a top producer with Ken Parker & Associates, of Meridian, MS. She lives in Boca Raton, FL.