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We'll See You at the TOP in 1999

The new year is upon us and everybody is making their new year's resolutions — maybe to write an extra application a week, make extra contacts, earn more money . . . What's yours going to be? At United American, we'd like to see you commit to being bigger and better in 1999.

When I look back on last year all I can do is applaud you loudly! We accomplished so much thanks to your T.E.A.M. efforts. Overall growth in net Branch sales was more than 50% due to the extra efforts of our new and veteran Agents. And the possibilities for 1999 are endless. Right now, our sales are nearly 90% ahead of last year!

According to the federal Health Care Financing Administration, more than 400,000 insureds were dropped from their Medicare Health Maintenance Organization at the beginning of the year. Of those, 50,000 beneficiaries did not have other organizations in their area to join. Make HMO losses your gain! This is a great time to increase your Medicare Supplement sales. As representatives of UA, you have a great advantage — a strong, *stable* company that offers a fantastic product line.

Need more reasons to be excited about a new year with United American? Well, where else can you win a free trip to Munich, Germany? That's right, our next Divisional Contest trip will take us to the "Beer and Baroque Metropolis" — one of the top holiday destinations of Europeans.

Find more information about this trip as well as who won our Rome, Italy contest on pages 4 and 5!

To make those extra sales, branches will need even more people power. In 1999, we will continue our focus on recruiting — the more people in the field selling, the more money everyone makes! Collectively, we've set a "William Tell" Branch Office Division goal of eight or more recruits a month. With a team like ours, we'll do it. Already we've set yet another new weekly recruiting record of 77 as of January 18, 1999!

Once new Agents are hired, we try to make sure they're offered quality training. UA continues to provide the opportunity to attend our very effective New Agent Training School for those who wish to participate in it. These sessions can enhance the training newly contracted Agents have already received from the Branch. Attendees are also given a sense of belonging through association and learning from our veterans. Schools are scheduled twice a month in various locations across the nation. (On page 7 you'll find a schedule for the sessions which you can cut out and keep in your files as a reminder.) As you've heard, we have received hundreds of exciting testimonials from new and veteran Agents who have attended the training sessions — the school really works!

Make the most of our T.E.A.M. synergy — because Together Everyone Achieves More! See you at the TOP!